CANADIAN Coin Box MAGAZINE

NEWS FOR THE COIN OPERATED ENTERTAINMENT INDUSTRY

JUL/AUG 1994



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CANADIAN
Coin Box
MAGAZINE

NEWS
FOR THE
COIN OPERATED
AMUSEMENT
INDUSTRY

Published since 1946

Cover

The enthusiastic employees at Premier Technology have a lot to cheer about with the success of their new pin Rescue 911.

Staff

Sandra L. Anderson: Editor
Jim Dillon: Advertising Manager

Editorial/Advertising Offices

Send all editorial and advertising materials attention to: **222 Argyle Ave., Delhi, Ontario, N4B 2Y2**
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Volume 49 No. 7
Jul./Aug. 1994

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Free-lance writer Aaron Benditt tells us the highlights of a pinball promotion seminar held at the recent ACME show in Chicago.

18 Operator Profile: Amusateck

The Michaud family at Amusateck in Quebec talk about their years in business and future plans.

22 Shop Talk with Jean-Guy

Jean-Guy Hardy, of Service Coin in Saint John, N.B., talks about pinball and the benefit of manufacturers' service schools.

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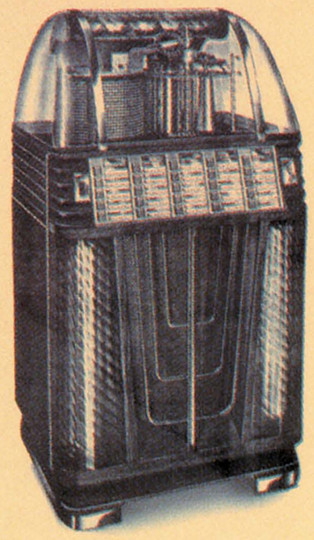
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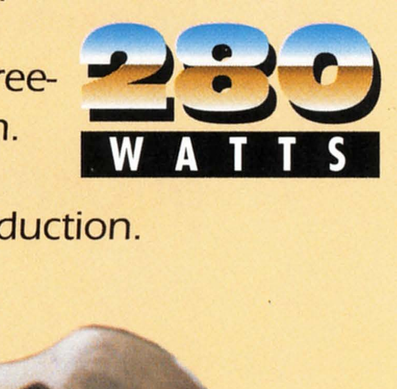
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PERSPECTIVES

with Sandra Anderson

AMOC & AAO, Same Coordinator

Just to keep you up to date, the Amusement Association of Ontario held a meeting in June which I will report on in next issue.

The operators focused on issues such as Ontario Hydro safety approval on games versus UL approval which most games cross the border with. They also discussed a new Scarborough bylaw restricting games from certain route locations and video lottery terminals. With Quebec going on-line soon, Ontario, B.C. and the Territories will be the only jurisdiction without VLTs.

Please take note below of a change in the percentage breakdown in Nova Scotia, effective May 22, 1994.

In addition to his duties with the Amusement Machine Operators of Canada, Coordinator, Gus Ragland has been hired on with the Ontario association. He says both association duties are part time.

The AAO is an Ontario operators association, and is a separate entity from COLA — an association formed to deal specifically with the video lottery issue.

A special treat this issue is a column from our technical writer Jean-Guy Hardy, of Service Coin in Saint John, N.B., who took ill and hasn't had a column in *Coin Box* since March 1993, but he's feeling great, and he's back. It must have been this issue's focus on his beloved pinball that compelled him to write. Whatever it is, we're glad to have him back and hope to see something from him again in future issues. I'm currently on the lookout for free-lance writers, so if you think you have a knack for writing about your industry please give me a call and we'll talk about it. ❑

$ VLT COIN BOX $

New Brunswick

April 1, 1994 to June 4, 1994
(Based on 3,240 VLTs in 1,567 locations)

Cash in terminals ..... 35.9 mil
Total winnings ..... 20.1 mil
Lottery/gov't share ..... 6.9 mil
Operator's share ..... 4.7 mil

Percentage breakdown: Gov't = 40%; location = 30%; operators = 30%.

Newfoundland/Labrador

April 1, 1994 to June 4, 1994
(Based on 1,734 VLTs in 437 locations)

Cash in terminals ..... 27.0 mil
Total winnings ..... 18.5 mil
Lottery/gov't share ..... 6.9 mil

Percentage breakdown: Gov't = 80%; location = 20%.

Nova Scotia

April 1, 1994 to June 4, 1994
(Based on 1,992 VLTs in 449 locations)

Cash in terminals ..... 49.2 mil
Total winnings ..... 34.8 mil
Lottery/gov't share ..... 9.9 mil

Percentage breakdown: Gov't = 70%; location = 30%.

Prince Edward Island

April 1, 1994 to June 4, 1994
(Based on 531 VLTs in 230 locations)

Cash in terminals ..... 5.5 mil
Total winnings ..... 3.0 mil
Lottery/gov't share ..... 1.4 mil
Operator's share 637,516.45

Percentage breakdown: Gov't = 50%; location = 25%; operators = 25%.

Editors Note: These figures are based on averages provided by the Atlantic Lottery Corporation. Please note that video lottery sales are net sales (net of prizes). Operators are advised that these figures are to be used only as a reference. Payout percentages are different for each province, and rules regarding machine placement are also different. It is also not clear whether the government has added various taxes and other operation costs to their lottery share figures stated here. For other sources of information, your provincial operators' association and lottery board should be contacted. Video lottery figures for the provinces of Manitoba, Saskatchewan and Alberta, are unavailable.

ATLANTIC LOTTERY CORPORATION VIDEO LOTTERY PROGRAMS

	NEW BRUNSWICK	NEWFOUNDLAND	NOVA SCOTIA	PRINCE EDWARD ISLAND
Launch Date:	Dec. 1990	Dec. 1990	May 1991	August 1991
Revenue Split:				
Government	40%	80%	70% (May, 22/94)	50%
Locations	30%	20%	30% (May 22/94)	25%
Operators	30%	0%	0%	25%
Prize Payout:				
Range	80-90%	80-96%	95%	MAX.80-93%
Maximum Bet	$2.50	$2.50	$2.50	$2.50
Maximum Win	$500	$500	$500	$500
Max. VLTs:				
(licensed sites)	5	5	5	5
Max. VLTs:				
(non-lic. sites)	2	0	0	2

Updated: June 1994

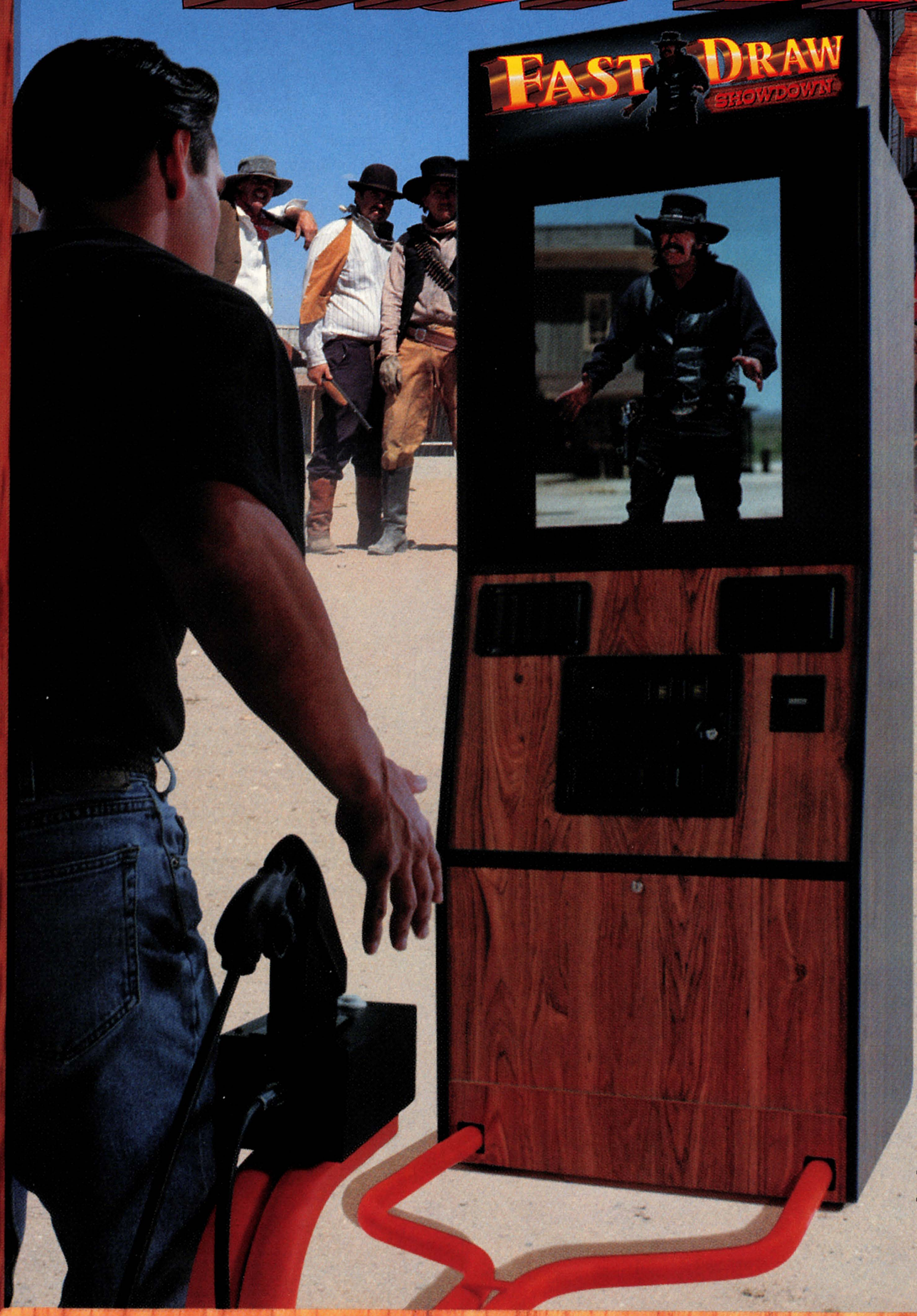
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The operation of some of the games advertised in this publication and the features therein may be subject to various federal, provincial and/or local laws or regulations. It is not intended herein to solicit the sale of such games in any jurisdiction wherein the same may not be legally sold or operated.

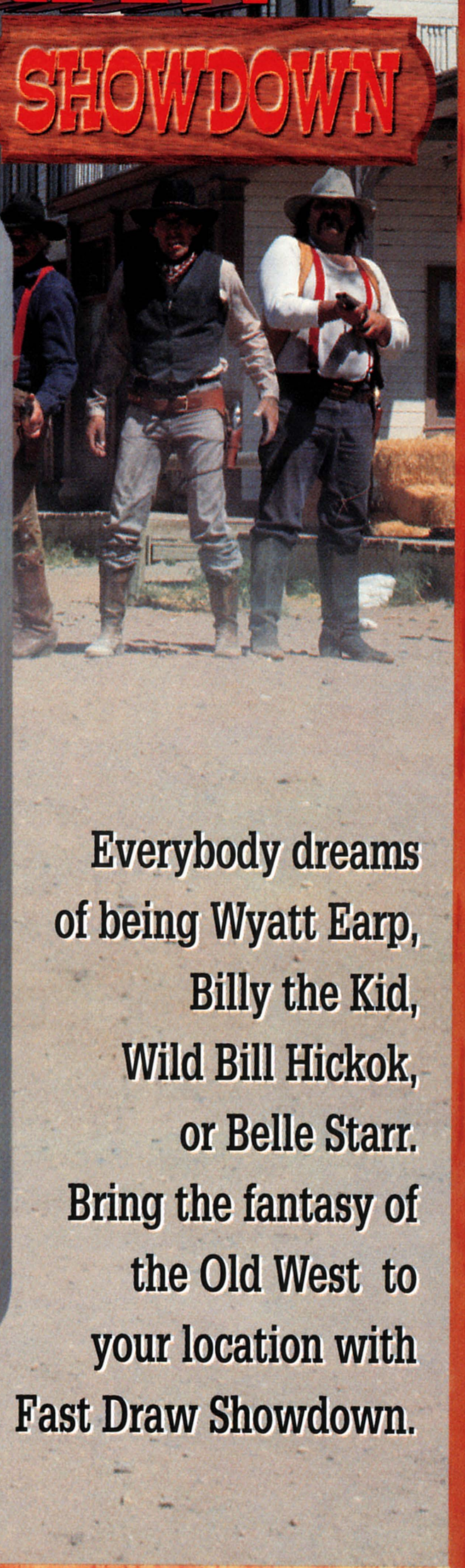
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Canadian Coin Box Magazine

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TOP TEN GAME POLL

RANK		TITLE (Manufacturer)	RATING (1-5, 5 is tops)	MONTHS ON CHART
	( ) Previous month			
DEDICATED GAMES				
1.	(2)	Ridge Racer (Namco)	5.0	3
2.	(1)	Virtua Fighter (Sega)	4.7	3
3.	(3)	Mortal Kombat II (Midway)	4.3	6
4.	(6)	Virtua Racing (Sega)	4.0	15
5.	(8)	Suzuka 8 Hours (Namco)	3.5	16
6.	(7)	Outrunners (Sega)	3.4	8
7.	(5)	Lethal Enforcers II (Konami)	3.0	2
8.	(10)	Super Street Fighter II (Capcom)	2.7	4
9.	(6)	NBA Jam (Midway)	2.3	12
10.	(9)	Lethal Enforces (Konami)	2.0	17
VIDEO KITS				
1.	(2)	World Rally (Atari)	4.5	3
2..	(1)	Super Street Fighter II (Capcom)	4.3	6
3.	(3)	Dungeons & Dragons (Capcom)	4.2	2
4.	(—)	Raiden II (Fabtek)	4.1	—
5.	(4)	Mortal Kombat (Midway)	4.0	15
6.	(—)	NBA Jam Tournament (Midway)	3.9	—
7.	(6)	Samurai Shodown (SNK)	3.5	8
8.	(8)	Fatal Fury 2 (SNK)	3.2	11
9.	(7)	Gal's Panic II (Kaneko)	3.1	3*
10.	(5)	NBA Jam (Midway)	3.0	3
PINBALL				
1.	(1)	Star Trek:TNG (Williams)	4.6	5
2.	(—)	Demolition Man (Williams)	4.2	—
3.	(6)	Jurassic Park (Data East)	4.0	9
4.	(8)	Judge Dredd (Williams)	3.6	4
5.	(2)	Indiana Jones (Williams)	3.1	6
6.	(3)	Rescue 911 (Premier)	3.3	2
7.	(4)	Twilight Zone (Bally)	3.1	10
8.	(9)	White Water (Williams)	3.0	11
9.	(7)	Addams Family (Bally)	2.9	24
10.	(10)	Fish Tales (Williams)	2.7	3*
BEST OTHER GAMES				
1.	(2)	Pool Table (Valley)	4.8	22
2.	(1)	Air Hockey (Dynamo)	4.5	28
3.	(2)	Basketball (National Sports)	4.0	2

*Game reappears in top ten after absence.
#* Indicates how long the game has remained in poll after reappearance.

AN EXPLANATION

For this game poll we have compiled results received by operators on their opinions as to which were their top earning games, in four categories: dedicated video, video kits, pinballs and best other games. Each game was rated on **a scale of 1 to 5, with 5 representing superior earnings**. Above are the results of this poll. We invite all operators in Canada to participate in future polling. Just fill out the form located to the right and send the results by telephone, mail, or fax to our editorial offices (address, phone numbers at top right). Without your co-operation a poll such as this could not be possible. We also encourage comment on this poll. Perhaps there is information lacking you wish to have included, or a different way to compile the results.

NOTES ON OUR RANKINGS

For the purposes of this poll we consider SNK's Neo-Geo a dedicated game. If you are referring to the One-Slot version, please name the top earning software.

(This poll is for information purposes only and is based on a small statistical sample. Operators, of course, must use sound judgement and traditional methods for their purchasing decisions.)

GAME POLL FOR NEXT ISSUE

Please fill out this poll as completely as you can and return immediately to: Poll Results, Canadian Coin Box, 222 Argyle Avenue, Delhi, Ont. N4B 2Y2 or Fax 519-582-4040. Your name and address are for verification purposes only. (Canadian operators only.)

TOP DEDICATED VIDEOS

Rank Title Pts (1-5, 5 is superior)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

TOP VIDEO KITS

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

TOP PINBALL MACHINES

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

BEST OTHER GAMES

1. _____
2. _____
3. _____
4. _____

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CANADA'S HIT LIST

(Published in *The Record* the week of June 6, 1994)

POP ADULT

WO	LW	TW	
10	1	1	**I'll Remember**—Madonna
5	6	2	**If You Go**—Jon Secada
9	2	3	**You Mean The World...**—Toni Braxton
8	4	5	**The Woman In Me**—Heart
8	7	6	**Borders And Time**—Rankin Family
13	5	7	**Love Sneakin' Up On You**—Bonnie Raitt
11	8	8	**Beautiful In My Eyes**—Joshua Kadison
4	13	9	**(She's) Some Kind...**—Huey Lewis/News
5	12	10	**Ride It Out**—Hemingway Corner
15	10	11	**Completely**—Michael Bolton
14	9	12	**Anniversary Song**—Cowboy Junkies
11	11	13	**Baby I Love Your Way**—Big Mountain
4	28	14	**I Swear**—All-4-One
7	18	15	**The Most Beautiful Girl...**—Prince
7	17	16	**Souls Road**—Lawrence Gowan
11	15	17	**Standing In My Car**—Roxette
9	20	18	**In the Time...**—Beth Neilsen Chapman
5	26	19	**Crying Shame**—Wild Strawberries
9	22	20	**In The Wink Of An Eye**—Barra MacNeils

COUNTRY

WO	LW	TW	
5	5	1	**Don't Take The Girl**—Tim McGraw
10	3	2	**How Can I Help You ...**—Patty Loveless
10	1	3	**Rope The Moon**—John M. Montgomery
8	7	4	**That Ain't No Way...**—Brooks & Dunn
10	6	5	**Such A Lonely One**—Prarie Oyster
9	12	6	**Walking Away A Winner**—Kathy Mattea
11	9	7	**Sweet Sweet Poison**—Jim Witter
13	4	8	**Baby Don't Cry**—One Horse Blue
7	15	9	**Whenever You Come Around**—Vince Gill
11	2	10	**Wish I Didn't Know How**—Toby Keith
9	14	11	**Spilled Perfume**—Pam Tillis
7	18	12	**Why Haven't I Heard...**—Reba McEntire
8	16	13	**Borders And Time**—Rankin Family
8	25	14	**Little Rock**—Collin Raye
11	8	15	**Before You Kill Us All**—Randy Travis
8	17	16	**I Wanna Hold You**—Farmer's Daughter
10	22	17	**Daddy Never Was...**—Confederate Railroad
5	30	18	**Wink**—Neal McCoy
4	21	19	**There You Go**—Prescott Brown
15	11	20	**Your Love Amazes Me**—John Berry

These lists have been reprinted with permission of ***The Record****, Canada's weekly music business newspaper. Subscription enquiries should be directed to: The Record. P.O. Box 201. Station M. Toronto. Ontario M6S 4T3. Tel: 416-533-9417. Fax: 416-533-0367.*

TOP RETAIL SINGLES

LW	TW	
1	1	**Streets Of Philadelphia**—Bruce Springsteen (Epic/Sony)
2	2	**The Power Of Love**—Celine Dion (Epic/Sony)
5	3	**Hey DJ**—Lighter Shade Of Brown (Mercury/PGD)
6	4	**Stay**—Eternal (EMI)
3	5	**Without You**—Mariah Carey (Columbia/Sony)
8	6	**Sleeping In My Car**—Roxette (Capitol/EMI)
4	7	**Groove Thing**—Zhane (Motown/PGD)
7	8	**Misled**—Celine Dion (Epic/Sony)
9	9	**Understanding**—Xscape (Columbia/Sony)
12	10	**If You Go**—Jon Secada (SBK/EMI)
11	11	**Said I Loved You...**—Michael Bolton (Columbia/Sony)
10	12	**Ghetto Jam**—Domino (Columbia/Sony)
14	13	**Dreams**—Cranberries (Island/PGD)
13	14	**Whatta Man**—Salt N'Pepa (Next Plateau/PGD)
New	15	**100% Pure Love**—Crystal Waters (Mercury/PGD)
16	16	**Blame Your Parents**—54.40 (Columbia/Sony)
17	17	**I'll Remember**—Madonna (Sire/WMC)
22	18	**I Like To Move**—Reel II Real
15	19	**I'm In The Mood**—Ce Ce Peniston (A&M/PGD)
18	20	**Yolanda**—Realty (Quality)

FRANCOPHONE TOP 20 ALBUMS

WO	LW	TW	
7	2	1	**Samedi soir...**—Francis Cabrel (Chandell/Select)
4	1	2	**Jezabel**—Gerry Boulet (Disques GIT/GAM)
11	3	3	**Les grandes chansons**—Herbert Leonard (PGC/Select)
2	17	4	**Bruel**—Patrick Bruel (BMG Quebec)
4	4	5	**Romantique**—Andre Gagnon (Star/Select)
2	13	6	**Je me souviens**—Johnny Farabo (PGC/Select)
9	18	7	**Artistes Varies**—Starmania (Prod. Oxigena/GAM)
72	5	8	**Les insomniaques...**—Daniel Belanger (Audiogram/Select)
4	8	9	**Mes annees '50**—Claude Leveillee (De l'aube/GAM)
6	6	10	**Les grandes chansons**—Haugues Aufray (PGC/Select)
45	40	44	**Corridors**—Laurence Jalbert (Audiogram/Select)
2		12	**U.S. qu'on s'en va**—Yvon Deschamps (GSI/Musicor)
5		13	**Une autre chambre d'hotel**—Gildor Roy (Passport/GAM)
26	19	14	**Toujours la**—A. Morisod/Sweet People (Kosmos/Select)
4	18	15	**Zola a velo**—Jim Corcoran (Audiogram/Select)
7	7	16	**Francis Martin**—Francis Martin (Sony Musique)
2	15	17	**Le dirlada...**—Les G.O. Culture (Station 12/Musicar)
32		18	**Les Colocs**—Les Colocs (BMG/Quebec)
27	14	19	**Vagabondage**—Richard Seguin (Audiogram/Select)
52	9	20	**Les annees lumieres**—Francine Raymond (Deauville/Select)

DANCE CLUB CHART

WO	LW	TW	
11	1	1	**Joy**—Staxx Of Joy (Champion/Sony)
9	2	2	**I Like To Move It**—Reel II Real (S.R./Quality)
7	3	3	**Higher Love**—Captial Sound (NuMuzik/PolyTel)
8	4	4	**I'll Wait**—Taylor Dayne (Arista/BMG)
5	5	5	**Rhythm Of The...**—(NuMuzik/PolyTel)
6	6	6	**Beautiful People**—Barbara Tucker (S.R./Quality)
4	8	7	**Hey Everbody**—DJ Company (Sony Dance Pool)
5	7	8	**Let Me Show You**—K Klass (SBK/EMI)
4	11	9	**Hold On**—Loft (Arista/BMG)
3	12	10	**I'll Take You There**—General Public (Epic/Sony)
7	10	11	**Hey DJ**—Lighter Shade Of Brown (Mercury/PGD)
11	9	12	**Anything**—Culture Beat (Sony Dance Pool)
4	14	13	**100% Pure Love**— Crystal Waters (Mercury/PGD)
3	17	14	**For Your Love**—Laurell (Ricman/Select)
11	13	15	**Groove Thang**—Zhane (Motown/PGD)
7	18	16	**It's All Good**—Hammer (Giant/WMC)
8	15	17	**Feels Like...**—Urban Cookie Collective (Pulse 8/Quality)
New		18	**Come And Take A Trip**—(S.R./Quality)
4	18	19	**Let The Beat...**—2 Unlimited (Radlka/Quality)
2	19	20	**Beautiful Morning**—Sensation (Epic/Sony)

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AMOC Meets with Government GST Committee

Four representatives from the Amusement Machine Operators of Canada's Goods and Services Tax committee were met with an understanding ear from Jim Peterson and his Standing Committee on Finance-GST, May 24, 1994, in Ottawa.

Presenting their 18 page report to the standing committee were: Orly Friesen of Ralph's Coin Machines, Vancouver, B.C.; Brian Whitman of Howison Amusements, Ottawa, Ont.; Doug Bailey of New-Way Sales, Toronto, Ont.; and Phyllis O'Reilly of Alouette Amusements, Montreal, Que..

Friesen says, ''The committee felt that the Hon. Jim Peterson clearly understood the seriousness of our problem of not being able to collect the GST from our customers and the effect it is having on this industry. Mr. Peterson also stated that he saw the unfairness of the application of the tax to our industry.'' Friesen adds, ''We were, however, also told that our industry was not very significant or important in the big picture.'' He says the AMOC committee has no delusions that their recommended changes will be implemented.

The AMOC committee recommended that coin-op amusement operators ''be classified as end users who will absorb all GST inputs. As end users the operators will no longer be required to pay GST on their gross revenues.'' The directors further recommend in their introduction, ''that the GST wrongly collected on the industry's gross revenues be refunded.''

Following this presentation, the AMOC sent all federal MPs copies of their submission on behalf of members in their ridings, and association members were sent copies of the submission and the letter to their MP.

''It is important that you support your national organization,'' says Friesen. For AMOC membership information contact: Gus Ragland, 613-822-6808, Fax: 613-822-0619.

Bay Tek Games UL Approved

Bay Tek, Incorporated is pleased to announce that Underwriters Laboratories (UL) has tested and evaluated all of Bay Tek's rolldown games and found them to meet UL requirements.

These requirements are based on UL's published Standards for Safety. In addition, UL will conduct factory follow-up visits to assure continued compliance with the applicable requirements.

New IAAPA Committee

The International Association of Amusement parks and Attractions (IAAPA) has appointed a committee to advise the association's Board of Directors on matters of concern to manufacturing and sales members. The committee will develop recommendations on a broad range of issues including: trade show sites and dates; show regulations and their enforcement; ticketing and badging procedures; convention service contracts; the exhibit awards programs; and others.

New Concord Sizes

Concord Confections, based in Concord, Ont., introduces its two top sellers, Triple chew and Bog Chew in convenient 8-ounce bags that retail for $1.19 and come 24 to a case.

Concord Confections Inc., founded in 1986, is one of the top three gum ball manufacturers in the world with more than 200 product varieties and new products constantly in development.

Bally Gaming Systems Division

Bally Gaming International, Inc. announced recently that its Bally Systems division has entered into contracts with the Sault Ste. Marie Tribe of Chippewa Indians, of Michigan.

Under the terms of the agreements, Bally Systems will supply its new generation SDS/6000 system for two of the tribe's casinos—the Vegas Kewadin Casino in Sault Ste. Marie, and the Kewadin Shores Casino in St. Ingnace, Michigan.

SDS/6000 is a computerized player tracking, cash monitoring, accounting and security data system for slot and video gaming machines.

Bally Gaming, International, Inc. designs, manufactures and distributes gaming products through its various subsidiaries/divisions in the U.S. and Germany.

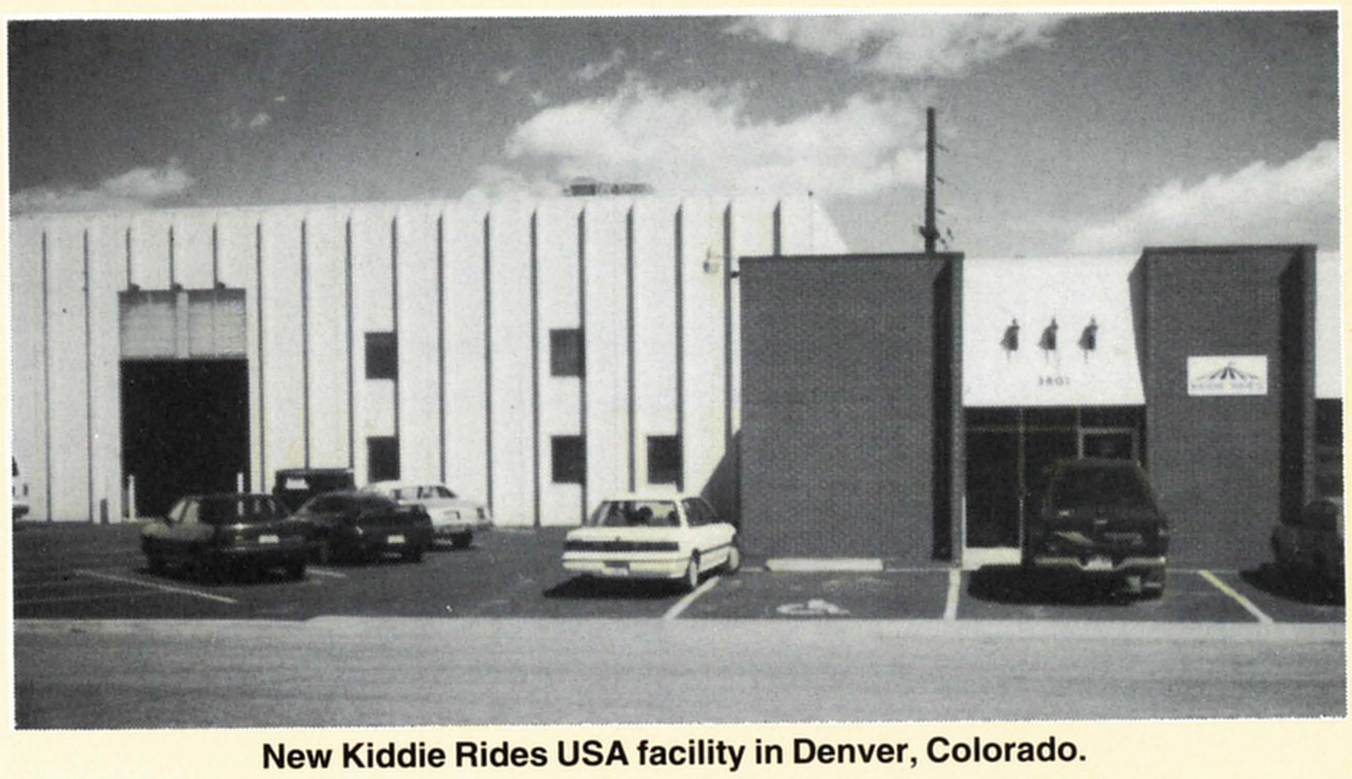
Kiddie Rides USA New Branch

Kiddie Rides USA has more than doubled its size with their new 30,000 square foot Denver, Colorado, installation in addition to their 25,000 sq. ft. Davenport, Iowa plant.

With an inventory of over 1,400 rides in stock, Kiddie Rides USA bills itself as the world's largest kiddie ride distributor.

Both facilities operate as manufacturing and distribution centers.

The company's new address is 3801 East 50th Ave., Denver, Colorado, 80216, Tel: 303-399-7191.



New Kiddie Rides USA facility in Denver, Colorado.

Who did this?

The answer seemed so simple. At first.

It was an accident. This DataPrint™ — our hand-held computer printer used to electronically collect information from NSM Jukeboxes — fell out the door and under the wheels of a 2 1/2 ton truck. The routeman's truck.

The company owner bought a replacement DataPrint. Run overs by 2 1/2 ton trucks our warranty does not cover.

In the process of ordering a new one, the owner offered as to how this DataPrint caused his collections to soar. 21 1/2% the first week. Just short of 23%, the next.

Then the accident.

Now ... our DataPrint *does* increase jukebox income. No doubt about it. It does it by reducing collection time. By immediately telling operators exactly what music to update. By providing totally accurate financial reporting. And by speeding up the process of settling accounts with location owners.



All to say, DataPrint can — over a period of months — "eek out" an easy 5% improvement to the bottom line, sometimes even 10%.

But over 20%? Starting the first week? And all of those time-and-accuracy-type efficiencies, somehow, turning up directly in the cash box?

We suggested the owner talk to his routeman a little further about the phenomenal increases our DataPrint inspired in cash box collections. God knows, we'd love to tell NSM Jukebox operators that all they have to do is buy one of these and their cash boxes will be over 20% fatter in a week.

But the owner was already way ahead of us.

And, as it turns out, the routeman had accepted a "more lucrative position" elsewhere and was declining further interviews.

Truth is, this DataPrint was murdered. It couldn't lie about what collections were ... and there's no way the routeman could make it lie. So it had to die. Near as we can figure it, the DataPrint was causing maybe a quarter of the increase ... the jukeboxes had been earning the rest all along.

We're not suggesting that you buy a DataPrint to prevent theft. And we're certainly not suggesting that routemen aren't usually honest. What we are suggesting is that, if you operate NSM Jukeboxes, you try applying the efficiencies of technology that our DataPrint can bring you. These efficiencies are the operator's greatest and most certain opportunity for increased profits in the 90's. It's also comforting to know that — by removing the possibility for human accounting errors, intentional or not — you'll always know what your jukeboxes are *really* earning.

If you don't currently operate NSM Jukeboxes, why not try one? All of today's NSMs are equipped with DataPrint computer information ports, among other advanced technology features, to increase efficiency and earnings. Maybe that doesn't mean much to you now ... but, remember, you'll be living with the jukeboxes you buy today for 10 years or more.

And, yes, DataPrints can last that long, too. Just keep them out from under 2 1/2 ton trucks.

For full information on the NSM HyperBeam line and the name of the NSM Distributor nearest you, contact:

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INDUSTRY NEWS

COLA News

The following is a collection of letters sent to the membership of the Coin Operators Lottery Association (COLA), an association formed specifically to deal with the video lottery issue in Ontario.

Advisory to COLA Members

Many former members of COLA have contacted the association in the wake of media reports that the Ontario government is, once again, actively considering the introduction of video lottery terminals (VLTs).

The Canadian Restaurant Association has continued to lobby the government aggressively to introduce VLTs, and commissioned a public opinion poll by the Angus Reid Group. That poll found that a high percentage of Ontarians were in support of, or did not oppose, the introduction of VLTs. (Without seeing the questions asked, the size of the survey sample, the survey and analytical methodologies used, etc., it is impossible to assess the validity of such a survey.)

There are VLTs in the Windsor Casino, and in the Native casino planned for announcement next year.

Responsibility for the VLT issue has moved from the Ministry of Culture, Tourism and Recreation (which is responsible for the Ontario Lottery Corporation) to the Ministry of Consumer and Commercial Relations (which is responsible for all aspects of gaming and the Ontario Casino Corporation). The latter Ministry is opposed to the general introduction of VLTs, fearing they would take business away from the casinos.

We have communicated our opposition to VLTs to the Ministers responsible, but this is all we know or can do for the present. Any more lobbying or information-gathering will require funding support for COLA.

Letter to Government

On April 12, 1994, COLA wrote to the Hon. Marilyn Churley, MPP, Minister of Consumer & Commercial Relations stating that it is "alarmed at recent media reports suggesting that the government is, once again, considering the introduction of video lottery terminals (VLT's)."

The letter re-apprised the Minister of COLA's opposition to the introduction of VLTs in Ontario. "We are very concerned that were this to happen, the existing coin-operated amusements industry in Ontario would be placed at an impossible competitive disadvantage. Coin amusement operators are small business people who, together with their suppliers, account for upwards of 5,000 jobs across Ontario," the letter stated. COLA ended its message by saying, "We trust that, once again, the government will stand firm against the lobbying efforts of those who support the introduction of VLTs in Ontario."

Government's Response

The following is how Marilyn Churley, Ontario Minister of Consumer and Commercial Relations responded to the letter from the Coin Operators Lottery Association of Ontario (COLA) and their video lottery concerns.

"Thank you for your letter regarding video lottery terminals. I do appreciate the importance of the hospitality industry in Ontario and the challenges it faces as a result of the recession.

The Government of Ontario is not considering the initiative of video lottery terminals at this time. There is a variety of competition for the entertainment and gaming dollars in Ontario at present and it is our intention to move carefully and with consideration before any further expansion.

I appreciate knowing your position regarding video lottery terminals and will give it every consideration in any further discussions.

Yours truly, Marilyn Churley, Minister."

COLA considers this letter as "very important" in its dealings with the government on this issue. ❑

ILP Finalist in Telly Awards

International Laser Productions, Inc. of Des Plaines, IL, made it as a finalist in the 1994 Annual Telly Awards.

The Kid's Adventure Dome's appointed video house and animation studios submitted to the video animation category, "Adventure in haunted Canyon," "Adventure in Outer Space," and "Adventure in Dinosaur Land", which launched them as finalists.

The Telly Awards were founded in 1980, to showcase and give recognition to outstanding non-networked and cable TV commercials. The competition was expanded several years ago to include film and video productions and non-network TV programming.

I.M.S. Buys Woodward Mfg.

Innovative Moving Systems, who held the exclusive marketing rights to sell Woodward Mfg. & Sales' battery powered hand truck, has purchased Woodward's manufacturing equipment.

The name of the company has been changed to Innovative Moving Systems and is located at 310 S. 10th St., Oostburg, WI. 53070. Tel: 800-619-0625, Fax: 414-564-2322.

Woodward, the originator of Lectro Truck in 1971, has over 20,000 units in use. I.M.S. will continue to service units in the field, as well as manufacturing, distributing and introducing new models.

ITC New Office

ITC Systems recently opened its new U.S. office in Atlanta, Georgia.

This location, in addition to the Canadian office, is set up to distribute and provide sales and service on ITC's whole range of products, including cash card systems (prepaid cards) for food service, vending and gambling operation; access controls for office machines; plastic ID cards for photo identification; various controllers for washers, driers, parking gates, newspaper boxes, suntanning beds, just to name a few.

Head office is still located in Toronto, Ontario.

The new U.S. office's address is: ITC Systems (USA) Inc.., P.O. Box 920367, Norcross GA 30092, Tel: 404-368-1187 Fax: 404-368-1509.

Lazer-Tron Sells Stock

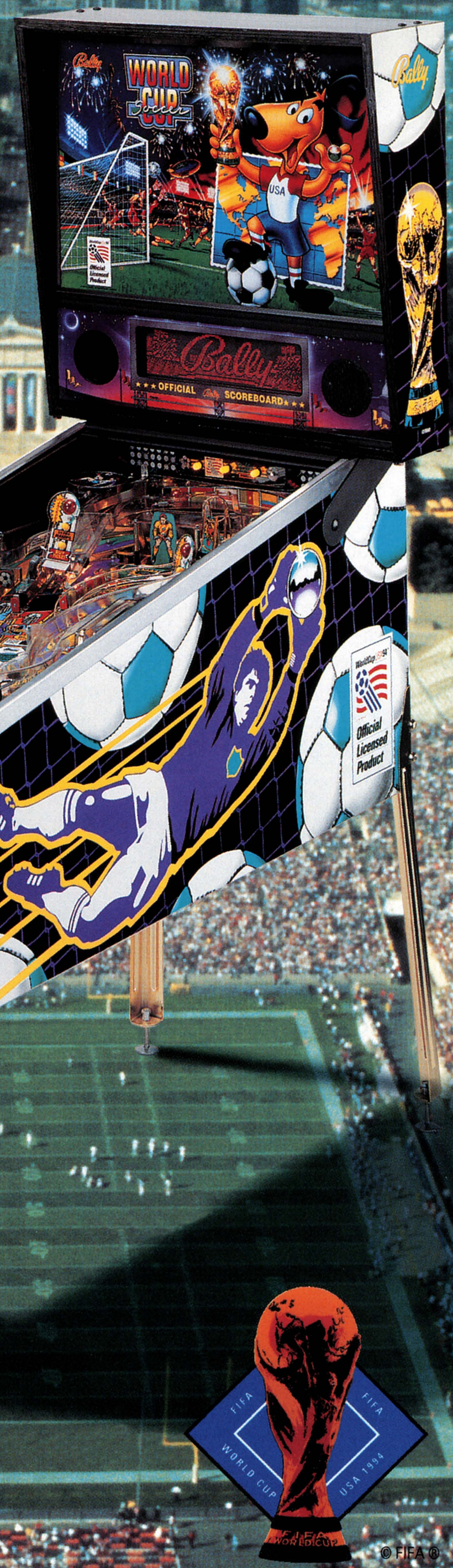
Lazer-Tron Corporation announced recently, the sale of 1,035,000 shares of its Common Stock and 65,000 shares of Common Stock by certain Selling Shareholders pursuant to an underwritten public offering. The price of the common stock was $8 per share. The shares were sold by Van Kasper & Company as the lead underwriter.

Laser-Tron Corporation designs, develops, manufactures and markets coin or token operated ticket redemption games for use in family entertainment centers and other entertainment venues.

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INDUSTRY NEWS

Fun Expo Bets on Las Vegas

The family entertainment industry prepares to hit the Strip as the fourth annual FUN EXPO (The International Family Fun Center & Miniature Golf Show) rolls into the Las Vegas Convention Center, Oct. 2-4, 1994.

Billed as the only show focused exclusively on the development, operation and promotion of family entertainment centers, Fun Expo boasts over 500 exhibit booths. Organizers expect some 5,000 buyers in attendance this year.

Recently named the official show of the newly formed IFECA (The International Family Entertainment Center Association), there is also a full day of seminars and activities on the agenda for Saturday, Oct. 1, before the show officially opens.

Expanding on its successful seminar program developed last year in Nashville, FUN EXPO '94 will present more sessions geared to the existing fun center business owner. Improved roundtable sessions will be complemented by new panel/Q&A presentations on topics such as: *Merchandise Management for Redemption Centers*; *Sponsorship and Joint Program Strategies That Yield Win-Win Results* and *Concession Concessions: Benefit From Food Services By Getting Out of the Kitchen*. Seeking to make more sessions available to all, certain seminars such as *Group Sales* will be repeated during the three-day trade show.

For more information about FUN EXPO '94 contact Bailey Beeken, Tel: 914-993-9200 or Fax: 914-993-9210.

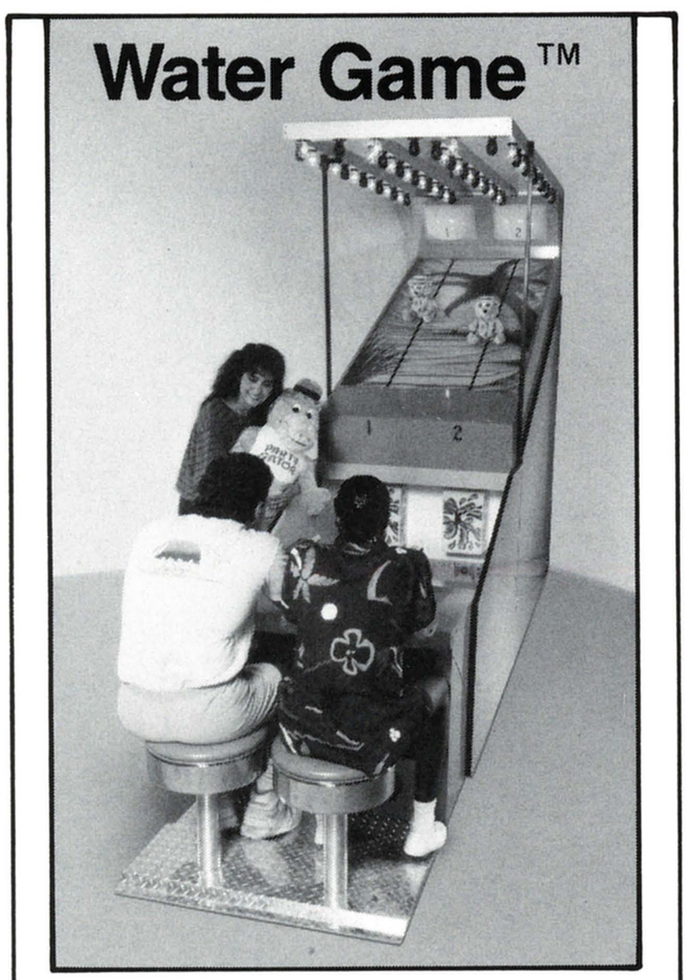
Kenny Rogers at AMOA

Country singer Kenny Rogers is featured performer, Friday night, at the Amusement & Music Operators Association Expo '94 Show and Banquet in San Antonio, TX.

Also, former Chicago Bears linebacker, Michael Singletary is slated to address the association's annual business meeting held during the show.

This year's three-day event held Sept. 22-24 at the San Antonio Convention Center, features the newest and best products, services, and technologies, from manufacturers in U.S., Canada, and beyond in over 1000 booths.

For more information contact the AMOA at 1-800-937-2662, or Fax: 312-245-1085.



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PEOPLE

VLT Names New CEO

Video Lottery Technologies, Inc., recently named J. Stephen Vanderwoude as its new president and chief executive officer. Vanderwoude also joins VLT's board of directors.

Vanderwoude has served as president and in other executive positions at Centel Corporation and most recently as president and COO of one of Sprint's telecommunications divisions.

James Davey, who had been serving as VLT's president and CEO will continue with the company as vice chairman, focusing on VLT's international operations.

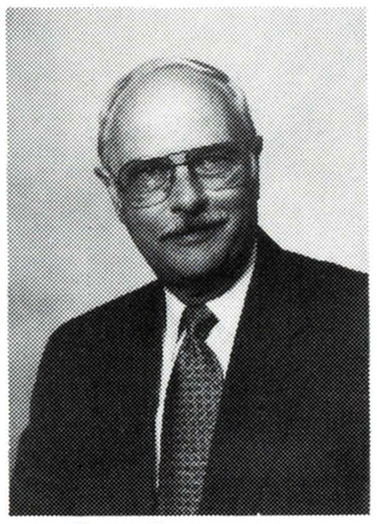
Video Lottery Technologies, through its principle subsidiaries, supply's systems software and related service for on-line lotteries, video lotteries and pari-mutuel systems throughout the world.

Chicago Lock Appoints Regional Sales Manager

Chicago Lock Company has announced the appointment of Ron Swenson as Regional Sales Engineer for the northeast territory.

Dale Padjen, Sales/General Manager for Chicago Lock, in making the announcement said, "Swenson brings more than 30 years experience in sales, marketing and product management of lock products to this new position. We expect Ron to be very helpful in servicing our customers in the northeast."

Swenson's northeast territory includes New York, Pennsylvania, Virginia, West Virginia and Canada. In addition, he will service selected accounts in Ohio, Connecticut, and North Carolina. He may be contacted at P.O. Box 7979, Roanoke, VA, Tel: 703-562-0966.



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PROMOTING PINBALL

By Aaron Benditt

It was only appropriate that Chicago, the home of pinball, and the site of the ACME show in March, be the venue for a seminar on pinball promotions designed to give operators insights into leagues and tournaments.

Led by the President of the Professional and Amateur Pinball Association (PAPA), Steve Epstein, and Schick Communications President, Joe Schick, *A Primer for Successful Pinball Promotion* provided the basics for any operator to run tournaments and leagues with their pinball machines.

Epstein, owner and operator of New York's Broadway Arcade, has been running leagues in his location for years. He now operates 17 pinball machines at Broadway Arcade and runs four weekly leagues. Schick has been a major help to PAPA in getting the word of promotions out to the media. Together the pair introduced a step-by-step approach, in an open discussion style forum, to promote flipper games in such a way that the operators could begin after returning home from the show.

Commitment to Promotion

As both Epstein and Schick pointed out, the first step in promoting pinball is for operators to have a firm commitment to promotions. Many an operator have loved the idea of running tournaments and then didn't devote time to promote the event. The idea of using promotions is a money-maker in the long term if the promoter pledges time and effort to the promotion itself.

Next, a player base is necessary. This is stated by properly maintaining machines. Operators must ensure that their flipper games are in complete working order with clean playfields.

When it comes to competitive play, players become more observant to game irregularities like a ramp that doesn't always score when shot. With a simple switch adjustment, the ramp will score, the player will be happy, and pass the word onto others about the game.
Discussion with the staff about the promotion is the next step.

Location staff are invaluable in promoting. Being on location and being able to ''talk it up'' with known players starts the word moving among potential competitors. However, in amusement centres or other locations, unless the staff is self-motivated about promotion, employees should be given a budget of time to spend on discussing the tournament with players. The time budgeted should allow the promotion to be accomplished without hindering the staff's other duties.

> *"The media loves pinball," Steve Epstein, PAPA.*

The hours and length of the tournament should be discussed with the employees as well. Based on staffing and the amount of business on certain days, it is best to schedule the event when it is convenient for players, but not during the busy times.

Advertising Materials

The creation of advertising materials is a key element. A financial investment is not required for advertising; a professional printer or radio ads aren't necessary. Simple pamphlets and posters can be created on personal computers. Distribution of the pamphlets can be done on and off location.

Off location advertising can involve other retailers. For example, knowing the location clientele, operators may choose to involve a local record store in order to 'share' customers. Pamphlets could be left there for potential players. Involving other stores can even be taken as far as sponsorship. ''The ABC Records Pinball Championships at Bob's Amusement Centre,'' for example. ABC Records could provide prizes for the amount of publicity they'd receive.

''The media loves pinball,'' says Epstein. PAPA 4, the World Championships of Pinball, was picked up by every major U.S. television network, newspaper, and radio station. Operators can inform their local media outlet about their events for possible coverage.

Involving a local charity is a big help to the charity and to the operator. Donating partial proceeds to a regional branch of Big Brothers, or any charity, provides a better forum for the media to be present, and also involves the operator in the community. What with the current uproar about game violence, operators working with charities shows caring and involvement in the community.

The Tournament

After all of this promotion, the next step is to actually have the event.

A two week tournament is common. Players come at specified times during the week and play the selected machines. Their scores are recorded by location staff. The highest scores can be posted on a poster board at the location. After two weeks of qualification, the top 20 players, ten from each week, for example, can advance to the semi-finals to be held over the weekend.

Epstein noted that in locations where pinball is especially popular, divisions may be warranted so that pinball wizards aren't pitted up against beginners. Epstein explained that at the annual PAPA tournament, there are plenty of divisions reflecting different skill levels: 'A' for the sharpshooters, 'B' for the good players, 'C' for the beginners and 'Juniors' for players under the age of 16.

Divisions can also help with sponsoring, if necessary. For example, Schick explained that the Juniors Division at PAPA 4 was dubbed the ''Pinball Warrior Under 16 Division'', recognizing the sponsorship of Toy Biz Inc., makers of the toy pinball called 'Pinball Warrior.'

Once the tournament is over and the prizes awarded, the operator has a chance to reflect on the promotion and decide if tournaments can be a regular occurrence or if weekly leagues can be started.

PAPA is always ready to assist operators with pinball promotions in the form or leagues or tournaments. Contact Steve Epstein at 212-247-3725. ❑



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OPERATOR PROFILE

AMUSATECK: A TRUE FAMILY BUSINESS

From selling cars to operating amusement machines, it has been a good 25 years for Réal Michaud

By Sandra Anderson

You can't bring your business more close to home than Réal Michaud has with Amusateck based in Repentigny, Quebec.

The company owns 11 arcades located in small towns surrounding Montreal, which together house some 250 machines. Fourteen of the company's 28 employees are closely related to the family. Of the immediate family, Réal's wife Therese is vice-president and handles collections; daughter Lorraine works in accounting; son Normand operates a games route in the Montreal area and is poised to step into his father's shoes as head of Amusateck. Normand's wife, Danielle, handles reception.

Réal says the value of a family business is the trust and confidence you get from your employees. "You can trust them, but you can't get rid of them," he jokes.

Réal and Therese have two other children not involved in the business.

The History

In 1969, after several years in the car dealership business, selling Nissans and Volvos, Réal decided he needed a change, but didn't know what it was.



The brother and sister team, Lorraine and Normand Michaud.



Therese and Réal Michaud at their office in Repentigny, Quebec.

A friend turned him onto the arcade amusement business and he was hooked. He spotted an arcade in Trois Rivieres, where he and his wife Therese are from, and bought it. He says the administration and sales skills he learned in the automotive business helped him when he became his own boss.

The rest as they say is history, as his arcade blossomed to five in the Trois Rivieres area. Then to several more in towns surrounding Montreal. Réal says he didn't operate in Montreal due to the high taxes, rent and licensing.

Réal Michaud has been at it for 25 years and is looking forward to his retirement as the business gets officially signed over to his son Normand.

Normand, who literally grew up in arcades, as he began working with his father at the age of 15, says, "Taking over the business is not a very big change. It's the same work I've always done." His father describes it as a "natural" transition.

Normand began a coin-op amusements route some 16 years ago at the age of 18, with six machines, which eventually grew into 100 pieces. Under Normand, the route and the arcades will become one company. Normand says this is an economical move because they will not have to hire any new people.

A Clean Shop

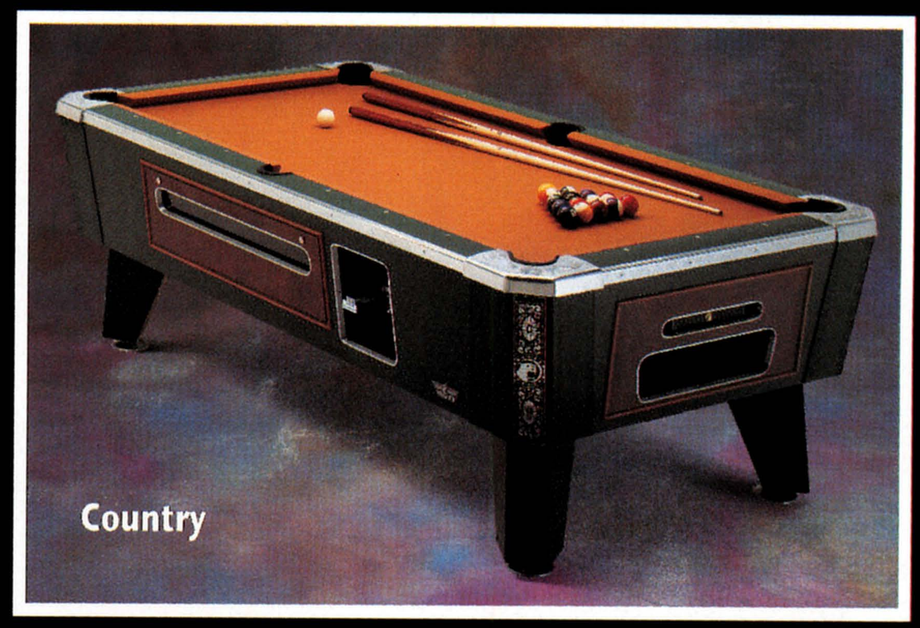
The Michauds' run a clean shop in their arcades. There are strict rules posted and adhered to in every arcade.

"It's a business," says Réal. He says it's important to run a respectable establishment if you want to keep your clientele, be the best, and stay in business. "When I started in Trois Rivieres there were a total of 12 arcades. Now there is only my two left." He says most arcades are under the name Amusateck, but some reflect the names of the towns in which they're located.

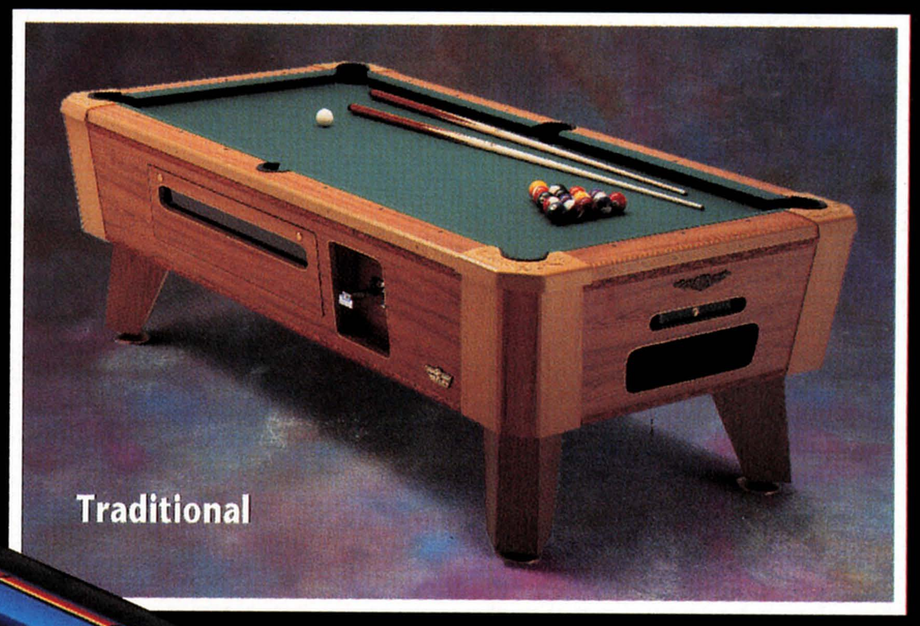
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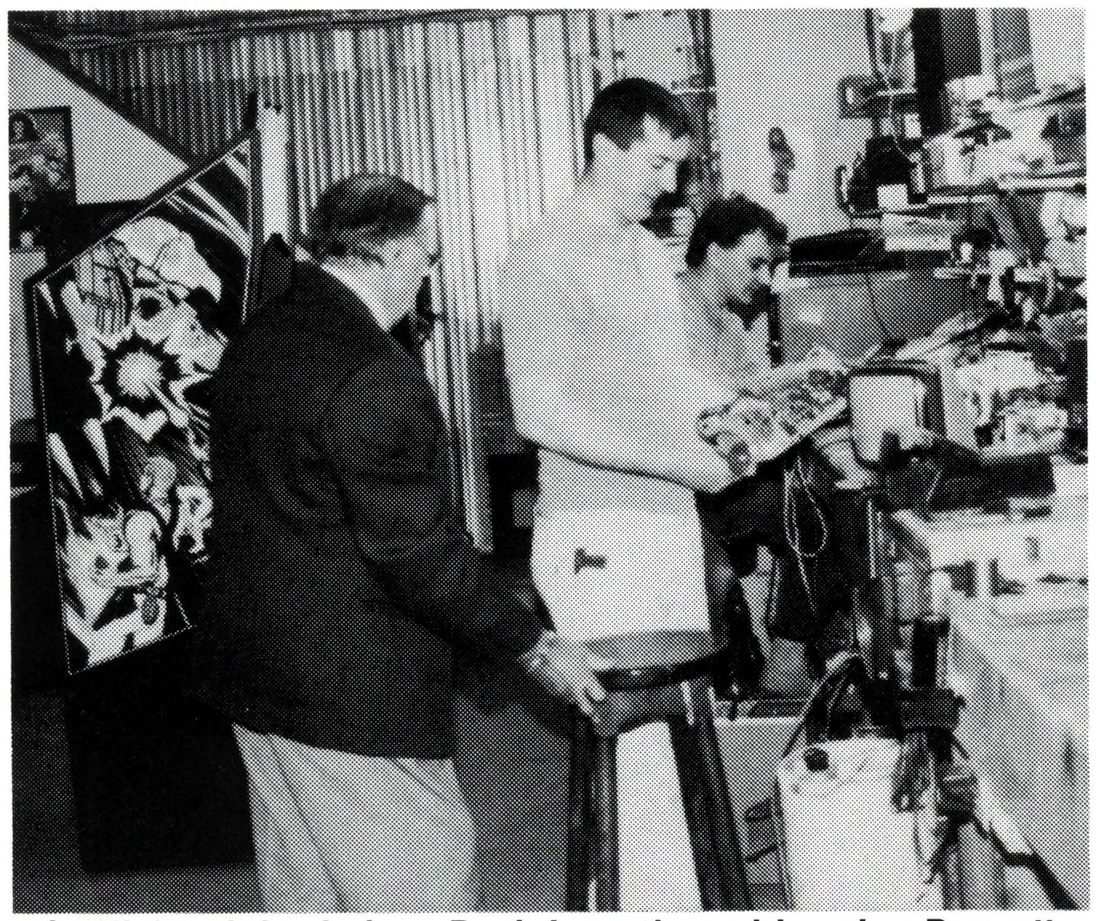
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Réal Michaud checks in on Denis Lamothe and Jean-Luc Duquette in the shop.

The Michauds' have moved their head office a few times to larger quarters and modernized over the years.

Head Technician, Daniel Mayrand, a 12-year veteran of Amusateck, created a computer program to control the pool table aspect of their business. The program keeps track of collection and maintenance in locations where there is more than one table.

The Michauds' business is 5 per cent pool, 10 per cent video poker and the rest is taken up by pinball and video games. They do not operate redemption, darts, leagues, music, or many deluxe games, but Normand says with the effects the economy has had on the industry and the video lottery program soon to be launched in Quebec, they will definitely be looking at other areas to enhance their business. Currently, he plans to focus on obtaining more space and more machines on his route. He says the government has a negative view of the industry and just isn't issuing any permits for arcades. He says the government is also taxing very heavily on all levels—federal, provincial and municipal.

Association Work

Réal was president of l'Association de l'Amusement du Quebec in 1992 replacing Gaetan Laniel. He has been a member and served as a director, since the association began some seven years ago, to combat the main issue on the agenda—video poker. The Montreal police had cracked down on "grey area" terminals and the operators decided to fight back.

"I was there when it all began," says Réal. "I'm still a governor and can attend any meeting."

He says serving on the association takes a lot of time, but he doesn't regret a minute of it.

Retirement

Michaud is, however, looking forward to his retirement. "I was anxious to get in the business, now I'm anxious to get out," he jokes.

He says he enjoys the amusement business. "I like being my own boss." He says that wasn't possible in the car business.

At 65, Réal says he plans to enjoy his retirement, playing lots of golf and fishing at his cabin in northern Quebec. He also plans to winter in Florida.

Editor's Note: Thanks to Claude Gendron, of Bistro Bar des Sportifs, Repentigny, Que., for his invaluable help with this interview. Special thanks also to Jean Coutu of Laniel Automatic, Montreal, for his involvement in bringing this story to light. ❑



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SHOP TALK

With Jean-Guy Hardy

The pinball machine has come a long way from its conception in the 1930s. Then, the pinball machine was a coin operated bagatelle game. Today the game has graduated to a sophisticated micro computer-based system which keeps scores, controls lights and solenoids, produces sounds and speech, and even self corrects itself in some cases if required.

To stay abreast with this new technology it's essential that you take the time to read the supplied literature and look over the manuals on the games you operate. It would be an asset to spend time with someone from the manufacturer that could give some insight on the complexity of the inner workings of the games.

Fortunately, the major pinball manufacturers do give us this opportunity. This is why I urge you to attend these seminars given by the manufacturers on their products. These factory representatives can be more than instructors, but emissaries for the manufacturer giving them feedback on the problems that we encounter in the field.

It also gives you the opportunity when attending these seminars to meet other operators, they may have the same concerns that you have. The information and tips you can pick up at one of these sessions can be very valuable to locate trouble in your game and to minimize down time.

I recently had a chance to attend one of these seminars sponsored by Laniel Automatic this spring. The manufacturer was Williams Electronics and the representative was Tom Cahill. The old adage that you "learn something new every day" was never truer.

I would like to take a few lines to share some of what I experienced at this school, in the hopes that you may attend a manufacturers seminar at the next opportune time. This seminar covered material on the Williams line of games. There was a session on the workings of the various electronic systems that make up the games, and some pointers on field repairs on the electro mechanical components. But what caught my attention was the common sense things that we sometimes tend to disregard.

On manufacturers' pinball schools: "The importance of attending these seminars is that they will revitalize your thought processes."

Manufacturers strive toward developing games that will offer great play appeal and give the operator the most flexibility in the game's ability to continue to play under strained conditions. As I stated, the pinball has graduated, but no matter how much the pinball machine has evolved it still requires some care and maintenance to keep it a top performing piece.

Pinball Enemies

There are three common enemies to a pinball game — heat, vibration and dirt. These three things can effect the play and durability of the game. Heat is naturally generated from all the components in use in the game from the resistors on the printed circuit boards to the power transformer in the bottom of the game.

The designers take the heat generated into consideration and factor natural cooling systems in a game. The vents that are placed in the lower cabinet and in the backbox are part of this cooling system. This process of convection will allow the cool air to enter at the bottom and flow up and out. Therefore, make sure the game is not pushed up against debris that could prevent the warm air from escaping at the top of the backbox. Do not leave manuals laying in the bottom of the cabinet that could block cool air flow from entering through the vents. Never obstruct the opening where the cable harnesses come through the bottom cabinet to the backbox. While on the topic of heat, try not to place your game playfield in direct sunlight. The sun will warp the plastic components as well as fade the colours on your playfield.

Vibration, the other foe, is caused by the movements of the mechanical components in the game, such as flippers, jet bumpers and other moving parts. The most common problem is wires breaking off the solder lugs of the coils. Always make sure that these wires that go to the lugs are looped and have some supple movement.

A good practice when setting up a new game is to visually inspect the wires going to coil assemblies and making sure that they are not pulled tight. The other problem is the mechanical assemblies vibrating lose from the playfield. Always inspect mechanical assemblies periodically for missing mounting screws or loose nuts. This quick check can prevent serious damage and downtime.

The last adversary to your game is dirt. This one is the most important and apparent problem to deal with. Players will not play a dirty game. A dirty game is sluggish and not visually attractive. When cleaning your game here are a few things to remember. The cleaners we use today, like pinball, have also advanced with the times. Use the appropriate cleaners for the applicable parts, such as glass cleaner for glass, a non-petroleum based cleaner for the playfield, and a plastic cleaner for the plastic parts.

Continued on page 24

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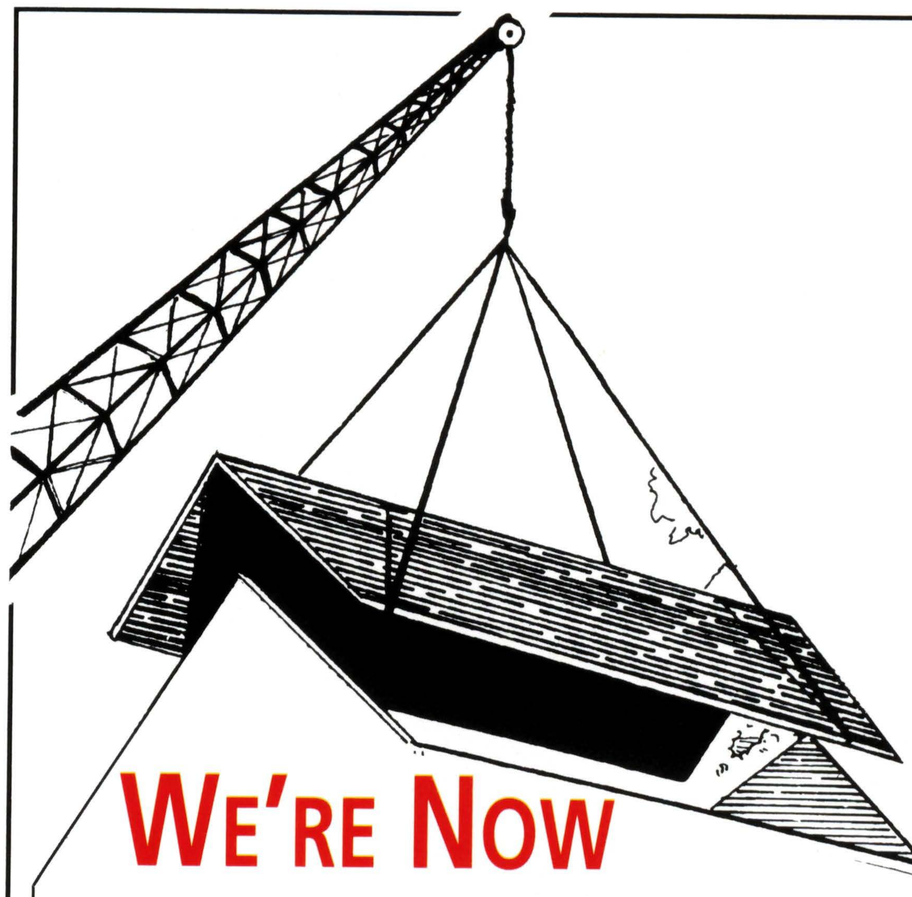
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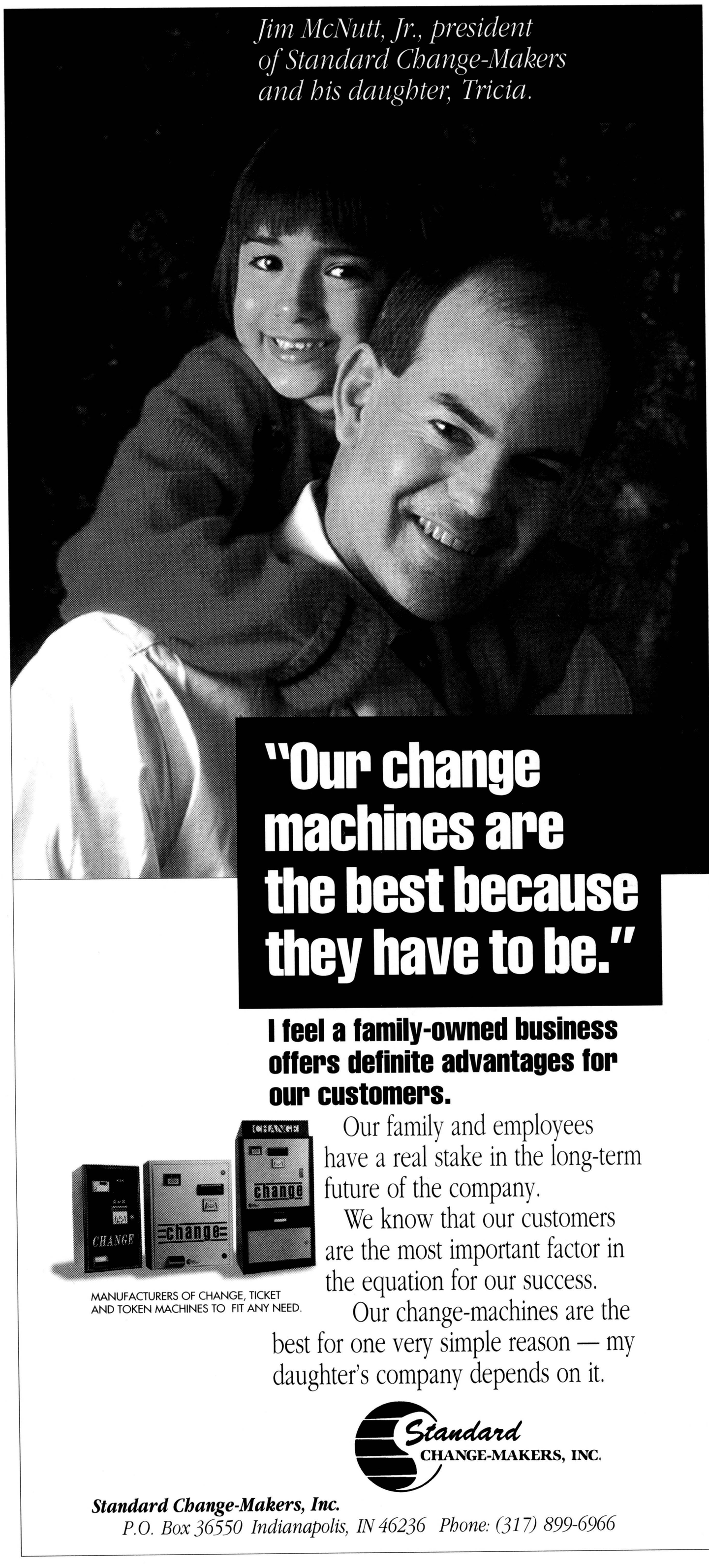
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While we are on the topic of appearance of the game. Players rely on the pinball game to give them feedback on the progression of play.

The feedback that I am discussing comes in a variety of ways. The sounds scores and lights are but a few—it is important that these systems be in play during a game. The sound is important to the game—the tunes, noises and speech help direct the player toward the right play strategy. Make sure the volume is set to attract players, but not distract others.

The lights on a pinball are important to the game. They provide general illumination, but also indicate important features to shoot for to a player. Lamp failure on pinballs is a common occurrence. The three causes for lamps to fail are high vibration; lamps mounted on their side as opposed to the normal up/down position; and low-cost lamps.

The low-cost lamp may appear to save money, but overtime it will prove to be costly. As for lamps mounted in peculiar positions, manufacturers try to avoid this if possible in their game design. Many manufacturers have gone to the printed circuit boards for large lamp display systems. They resemble what some auto manufacturers use in car dash boards to illuminate the gauges and warning lamps.

The lamp socket screws into the PC board and the socket pins that make contact with the board may become damaged or dirty. Dirty contacts can be cleaned with a cleaner and the foil pads on the board can be cleaned with a pencil eraser. If the socket pins become damaged, it's better to replace the socket than to try to repair it. There are usually some sockets in the spare service parts supplied by the game manufacturer.

As you can see, the few items that I've covered can make or break your pinball revenue. And the importance of attending these manufacturers' seminars is that they will revitalize your thought processes.

I am looking forward to the next seminar and would like to thank the folks at Laniel Automatic and Williams for a great time and an enjoyable experience.

Jean-Guy Hardy is the Administration Manager/Technical Services for Service Coin in Saint John, N.B. ❑

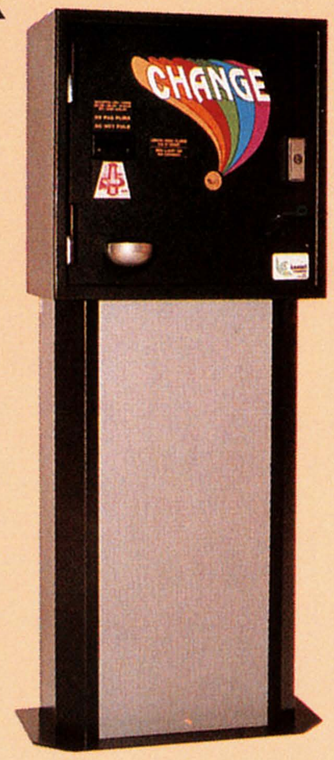
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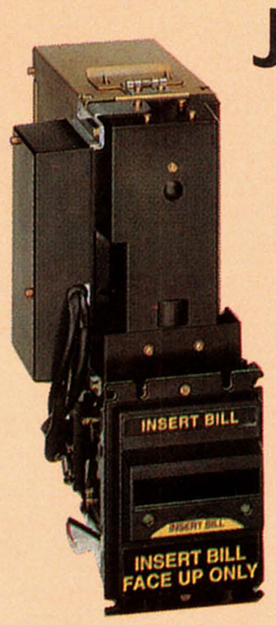
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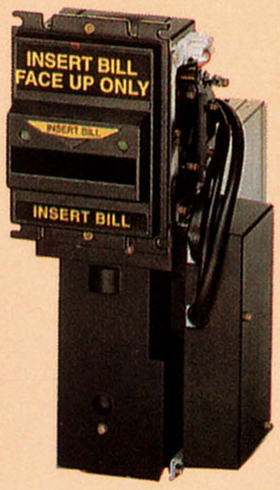


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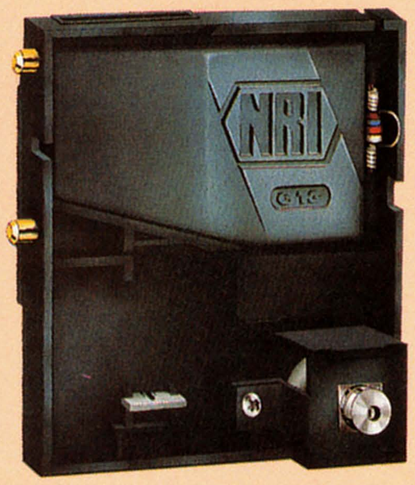
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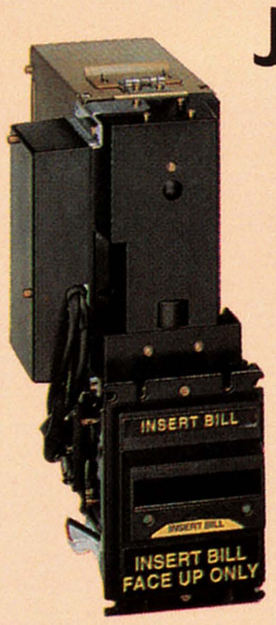
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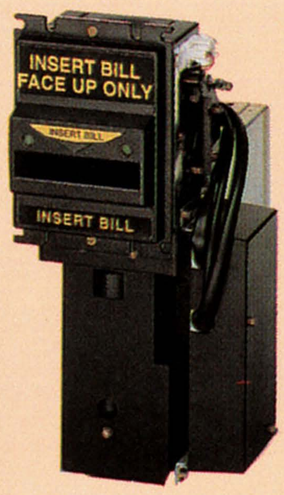
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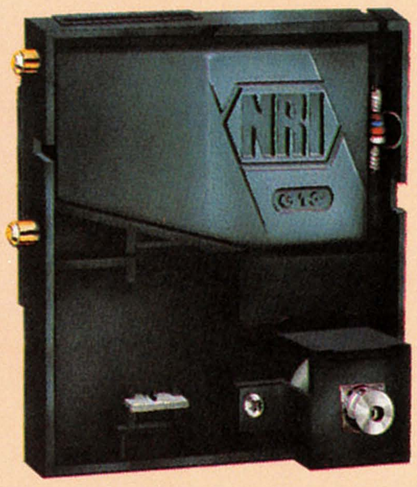
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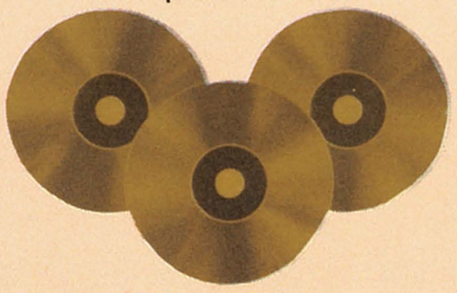
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PINBALL & SERVICE REPAIRS

BY DOUG YOUNG

The following article was taken with permission from a recent AMOA newsletter. Doug Young is executive director of AMOA's International Flipper Pinball Association (IFPA). He can be reached at 414-422-0600; fax: 414-422-0707.

Of all the questions about the IFPA, none gets asked more than those regarding service. There's even a joke about service technicians offering to pay big money to swap "on-call" nights to avoid pinball league play—and assumedly repairs.

Pinball Basics: Shop Maintenance

1. Clean machine inside and out and check leg levellers for free operation.
2. Visually check for loose or broken parts and repair as necessary.
3. Electrical check: plug into grounded outlet and check for proper operation through diagnostics.
4. Clean playfield: replace worn or dirty rubber and check balls.
5. Playfield switch adjustments: check all playfield adjustments with ball.
6. Check all settings: refer to manual for factory settings.
7. Check coin door: with door closed insert coins to verify proper operation.
8. Check all tilts and slam switches.
9. Play game: check for satisfactory operation.
10. Prepare for shipment: install applicable license and verify serial number.

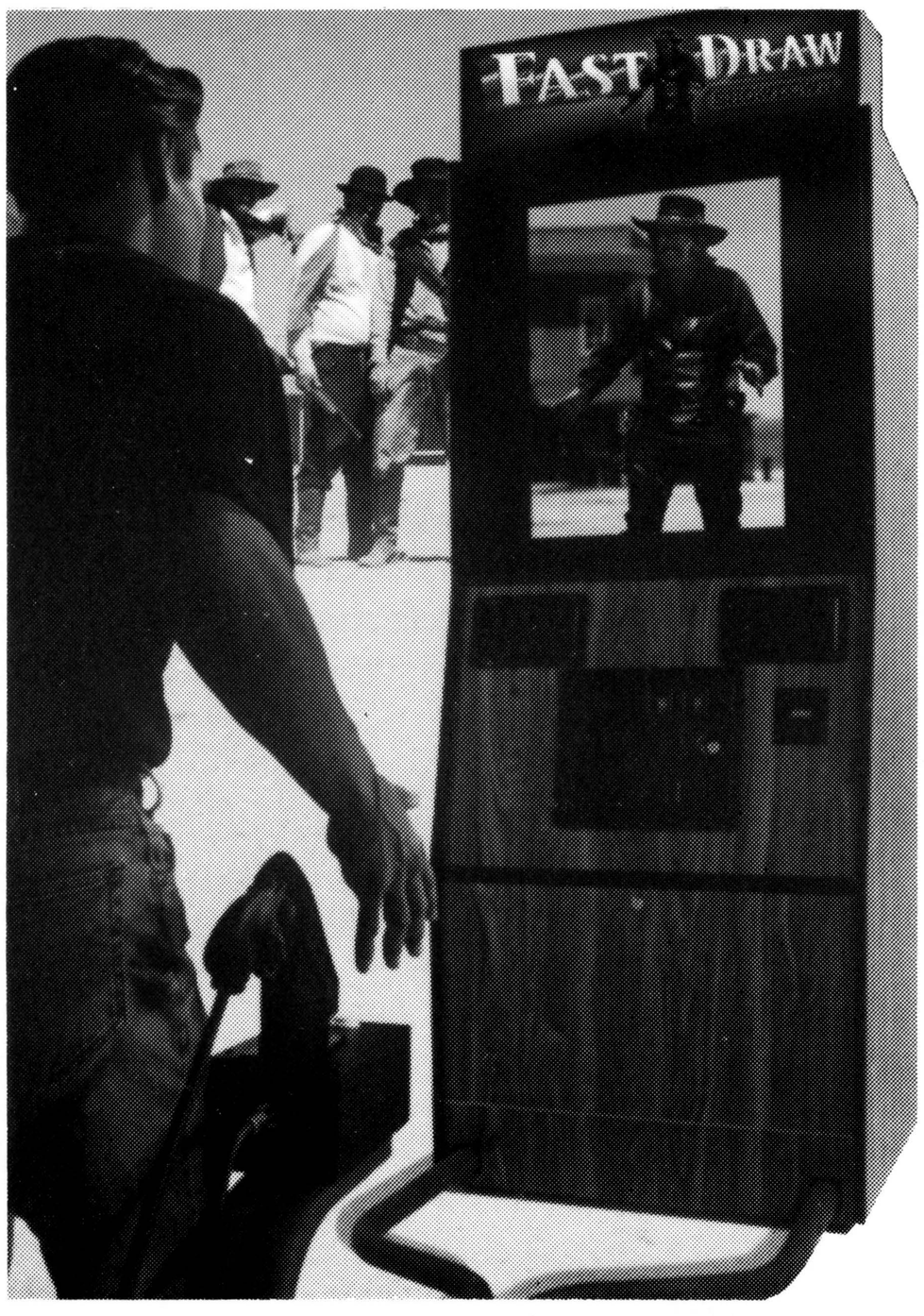
Location Tips: First Time Set-up

1. Install in proper area of location.
2. Level game and set playfield pitch at six to seven degrees using the inclinometer on playfield (check manufacturer's suggested pitch).
3. Electrical check: plug into grounded outlet and check for proper operation through diagnostics.
4. Check coin door: with door closed, insert coins to verify proper operation.
5. Play game: check for satisfactory operation and adjust volume control.

Check Up

1. Check game audits: replay percentage and ball time.
2. Clean all glass and playfield: visually check rubber, lights and playfield conditions.
3. Check shooter tip, flipper rubber and balls.
4. Check game for proper pitch and level.
5. Check coin door for proper operation.
6. Play game and check volume.
7. Any problems with above, notify your office. ❑

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TECHNICAL CORNER

With John Liikala C.E.E.T.



In this issue, I have included tips on the non-volatile controller and its application, coin operation and its application.

I would also like to add a comment concerning the new style WPC Board System. Gone are the days when you had access to a General Pinball Repair manual and zero in on those "What If" helpful hints when you really needed them. With the ever-increasing complicated systems that Williams are pumping out with every new pinball, I sure would like to see some updated pinball repair manuals other than just those "Revision Software Updates". It sure would make our jobs a lot easier and more efficient. Williams, I hope you hear us!

Dallas Semiconductor: Nonvolatile Controller

Features:

—Converts CMOS RAMs into nonvolatile memories

—Unconditionally write protects when VCC is out of tolerance

—Automatically switches to battery when power fail occurs

—Space saving 8 pin mini-DIP

—Consumes less than 100 nA of battery current

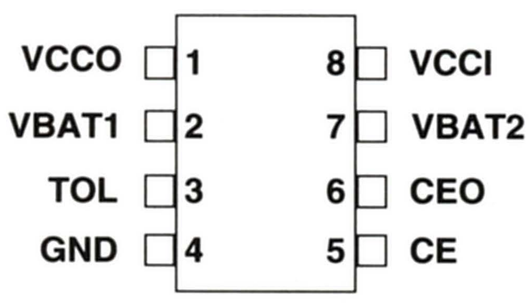
—Tests battery condition on power up

—Provides for redundant batteries

—Optional 5 per cent or 10 per cent power fail detection

—Low forward voltage drop on the VCC Switch

PIN CONNECTIONS



PIN NAMES

1-VCCO	+5V Outgoing
2-VBAT1	+Battery 1
3-TOL	Power Supply Tolerance
4-GND	Ground
5-CE	Chip Enable Input
6-CEO	Chip Enable Output
7-VBAT2	+Battery 2
8-VCCI	+5 V Incoming

DESCRIPTION: The DS1210 is a CMOS circuit which solves the application problem of converting CMOS RAM into nonvolatile memory. Incoming power is monitored for an out of tolerance condition. When such a condition is detected, chip enable is inhibited to accomplish write protection and the battery is switched on to supply RAM with uninterrupted power. Special circuitry uses a low-leakage CMOS process which affords precise voltage detection at extremely low battery consumption. The 8 pin mini-DIP package keeps PC board real estate requirements to a minimum. By combining the DS1210 nonvolatile controller chip with a CMOS memory and batteries, nonvolatile RAM operation can be achieved.

OPERATION: The DS1210 nonvolatile controller performs five circuit functions required to battery back up a RAM. First, a switch is provided to direct power from the battery or the incoming supply (VCCI) depending on which is greater. This switch has a voltage drop of less than 0.3V. The second function which the nonvolatile controller provides is power fail detection. The DS1210 constantly monitors the incoming supply. When the supply goes out of tolerance a precision comparator detects power fail and inhibits chip enable (CEO). The third function or write protection is accomplished by holding the CEO output signal to within 0.2 volts of the VCCI or battery supply. If CE input is low at the time power fail detection occurs, the CEO output is kept in its present state until CE is returned high. The delay of write protection until the current memory cycle is completed prevents the corruption of data. Power

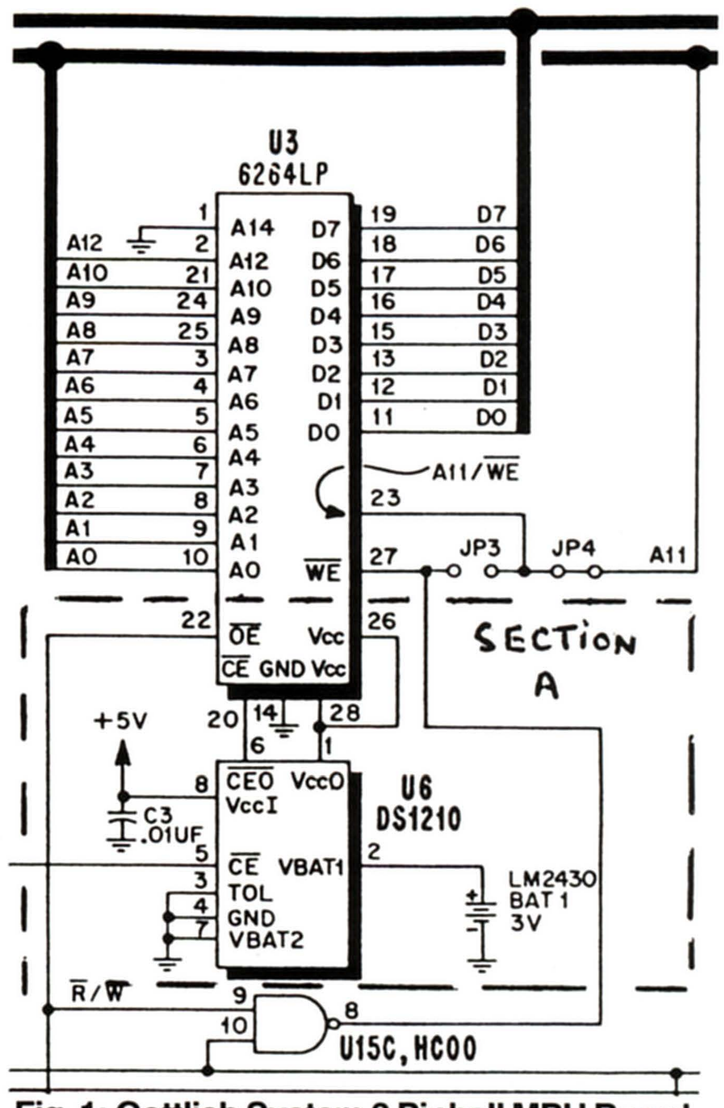
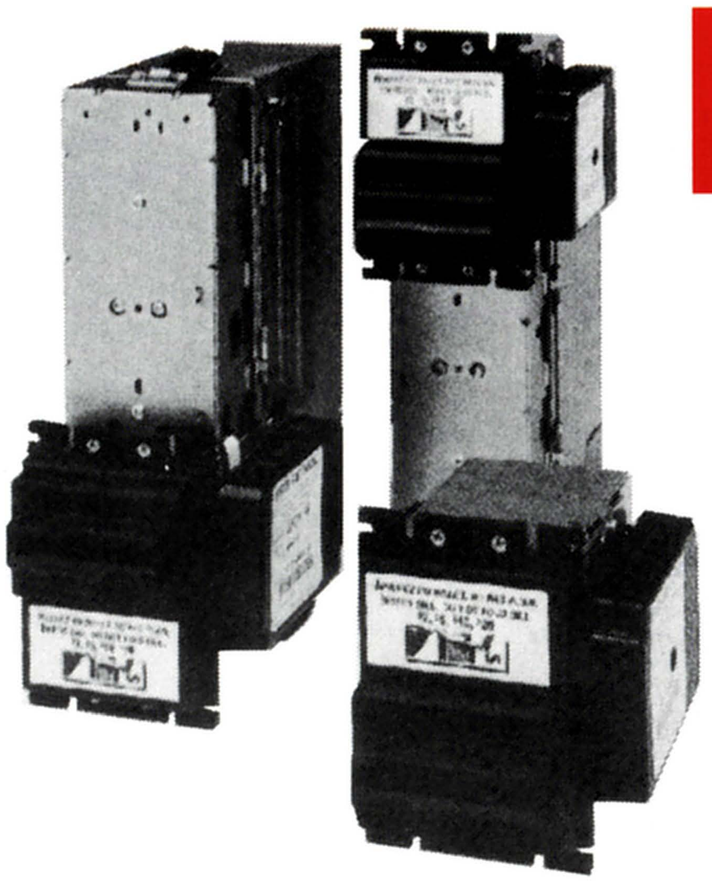


Fig. 1: Gottlieb System 3 Pinball MPU Board

fail detection occurs in the range of 4. 75 volts to 4.5 volts with the tolerance Pin 3 grounded. If Pin 3 is connected to VCCO, then power fail detection occurs in the range of 4.5 volts to 4.25 volts. During normal supply conditions CEO will follow CE with a maximum propagation delay of 20ns. The fourth function the DS1210 performs is a battery status warning so that potential data loss is avoided. Each time that the circuit is powered up the battery voltage is checked with a precision comparator. If the battery voltage is less than 2.0 volts, the second memory cycle is inhibited. Battery status can, therefore, be determined by performing a read cycle after power up to any location in memory, verifying that memory location tent. A subsequent write cycle can then be executed to the same memory location altering the data. If the next read cycle fails to verify the written data, then batteries are less than 2.0V and data is in danger of being corrupted. The fifth function of the nonvolatile controller provides for battery redundancy. In many applications, data integrity is paramount. In these applications it is often desirable to use two batteries to insure reliability. The DS1210 controller provides an internal isolation switch which allows the connection to two batteries. During battery backup operation the battery with the highest voltage is selected for use. If one battery should fail, the other will take over the load. The switch to a redundant battery is transparent to

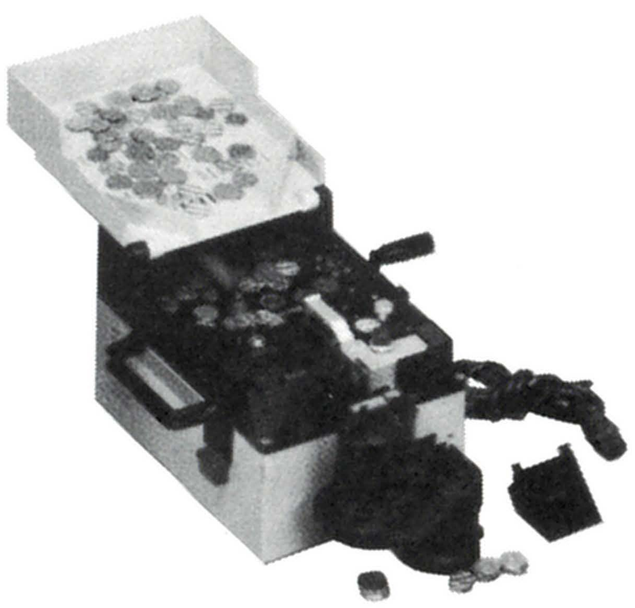
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COVER STORY

10TH ANNIVERSARY FOR PREMIER

After a successful decade, Premier Technology is poised for a bright future

Celebrating a successful 10 years, Premier Technology, a privately owned company, is poised for another positive decade.

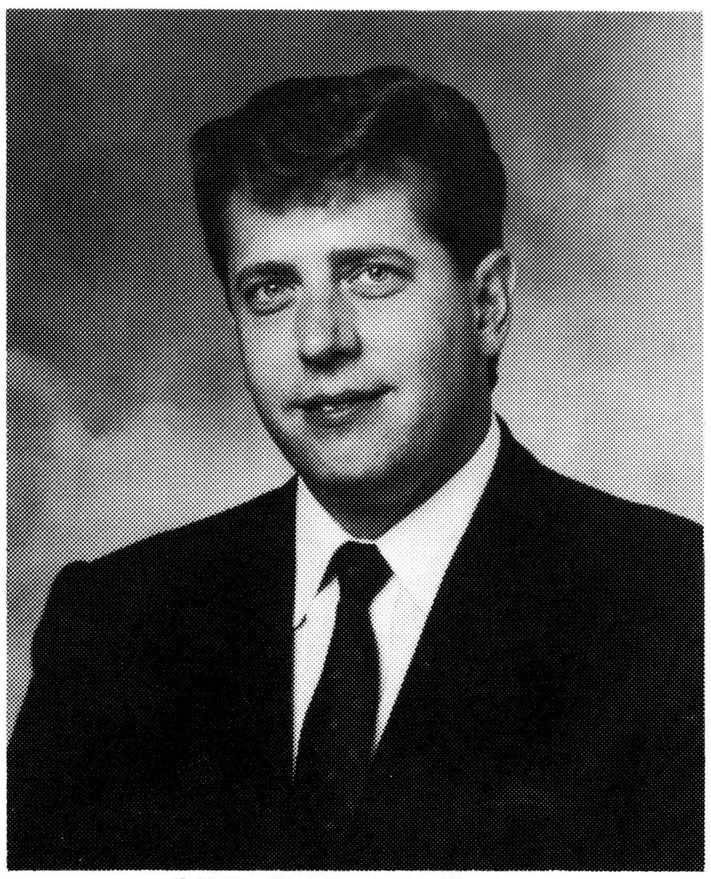
The company's official 10th anniversary is Oct. 24, 1994, and Premier Technology plans to celebrate with the launch of several new products and programs during the fourth quarter of this year and the first quarter of 1995.

"We will begin unveiling these events as the AMOA show approaches," says L.J. Greene, the company's International Sales and Marketing Manager.

Premier Technology is a fully integrated manufacturing facility and has two divisions, Amusement, and Video Gaming/Lottery. Within their manufacturing department lies an internal printed circuit board soldering capacity. Additionally Premier's harnessing and subassembly facility is located in Fargo North Dakota. The engineering department, which works closely with manufacturing to ensure game reliability, is responsible for all game research and development, programming, and component testing.

Equally important to Premier's operation are the purchasing, financial sales and marketing departments.

Key personnel are Gil Pollock, President; Steve Walton, Vice President of Sales; Mike Vrettos, Vice President of Engineering; Duane Eason, Vice President of Operations; L.J. Greene, International Sales and Marketing Manager; and Game Designers, Jon Norris; William Parker; and Ray Tanzer.



Gil Pollack at the helm.

History

The history of Premier Technology dates back to 1927 when David Gottlieb began production of Gottlieb pinball machines.

In 1976 the company was sold to Columbia Pictures which was subsequently purchased by Coca Cola in 1980. Gil Pollock and Suren Fesjian formed a partnership called Premier Technology in 1984 and purchased the pinball assets of D. Gottlieb and company.



L.J. Greene poses with product at Premier Technology's booth at AMOA '93.

Evolution

Over the past 10 years, Premier Technology has tripled in size.

A proud Gil Pollack says, "Premier has continually improved the overall quality of its product lines, both in earning capacity and player appeal." He adds that engineering is an evolving, ongoing process and the company is continually looking for new ways in which to improve product.

"Our marketing department has also changed in function over the years, becoming one focused as much on product testing as product promotion," says Pollack.

He says the company's focus is product reliability and dependability. "Gottlieb's number one responsibility to the customer has always been product quality as it is part of every Premier employee's mentality," say Pollack. "Not only is quality a factor in the manufacturing area, but engineering, in the design and testing of products, must focus on long term reliability."

Pollack says he's also proud of the way employees at Premier Technology work as a team.

"The level of product quality maintained at our factory would not be possible if it weren't for the spirit of teamwork present at all levels of the firm. Our entire engineering department works as a team, and it is in this environment of freely flowing ideas that successful games such as *Rescue 911* can be produced," says Pollack. He says the marketing and sales departments are constantly gathering operator data from the marketplace and work closely with engineering. "Obviously, the team in manufacturing is the backbone of our firm, and a great deal of our manufacturing employees have been with Gottlieb for over three decades. By far, the single asset we are most proud of is the teamwork of our employees."

Products and Licensing

Premier has recently begun product licensing with its pinball games. L.J. Greene comments, "It is no secret that the current trend in pinball is licensed product. Premier is not interested in 'here today, gone tomorrow' types of licenses." She says everything the company has chosen to license reflects a long term appeal such as



Getting it together at Premier Technology's factory.

their new *Rescue 911* pin, based on the television program, seen by 30 million people every week for six years.

"*Mario Bros.* and *Street Fighter*, both popular video game licenses, also have proven to have timeless appeal as pinball machines," says Greene. Another upcoming license is *Freddy Krueger.* ''Gottlieb looks to license properties with proven history so as to guarantee timeless appeal in the future,'' says Greene.

She says the company's attitude toward licensing attributes to their games' long-term staying power, both in terms of technical soundness and consistent earnings.

The company's aim is to introduce four new pinball machines and several redemption and novelty pieces per year.

The company uses recent technology to enhance their games. Mike Vrettos, V.P. of Engineering explains, "The use of ruggedized power MOSFETs in system three has added to the overall reliability of the product line. In addition, the Smart Switches have eliminated the need for any switch adjustment or cleaning."

Canadian Distributors

Premier Technology's distributors in Canada include, Canadian Coin Machines and Canadian Amusement Game Supply in B.C.; New Way Sales, Toronto, Ont.; and Alouette Amusement Canada in Montreal, Quebec.

"Our Canadian customers are excellent ones. They have supported the product on all levels," says Steve Walton, V.P. of Sales for Premier.

Looking Ahead

Premier Technology looks forward to a bright future with several new product launches. Pollack would not divulge company secrets, but did say that the next five pinball games will be licensed products.

Of the company's future he says, "In the recent past we have experienced significant growth in market share and, through continued product improvement, this is where our growth will lie in the future." On a personal note Pollack adds, "Over the years I have been fortunate to be a part of this industry; I have met great people and made great friends. I can travel anywhere around the world and meet up with an industry associate that I am also proud to call a friend." ❑

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Mr. Edward S. Yaffe
Firestone Financial Corp.
38 Glen Avenue
Newton Centre, MA USA 02159
(800) 851-1001 or (617) 965-0366

Technical Corner

Continued from page 28

circuit operation and the user. A battery status warning will only occur if both batteries are less than 2.0 volts. In applications where battery reliability is not a concern only one battery need be connected to BAT1 or BAT2 pin, with the other battery pin grounded.

Solenoid Operation

Any current flow through a wire will produce a magnetic field around that wire. If the wire is tightly wound many times around a core (hollow or iron) then a large magnetic field is produced. This magnetic field is then used to pull in a solenoid plunger or to magnetize an iron core which pulls in a relay armature.

When a D.C. current (EMF or Electro Motive force) is first turned on to a coil, energy is absorbed to create a magnetic field which is called Back EMF.

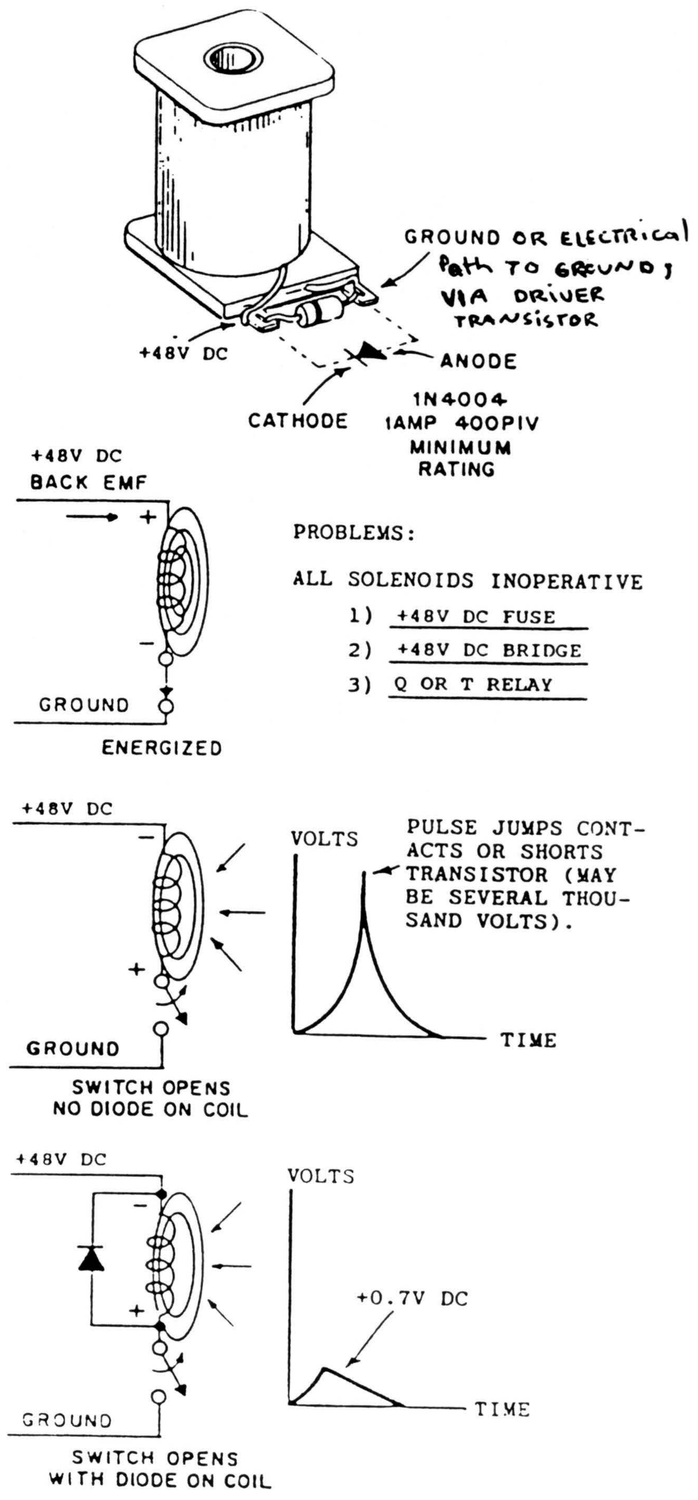


Figure 2

When the current is turned off, energy still exists in the magnetic field which collapses, releasing energy back to the circuit. The reverse current normally cannot flow anywhere when the switch is opened. The field collapses nevertheless, and the lack of current flow is made up for by the generation of a very large voltage. The reverse voltage creates a new magnetic field in the reverse direction and this process continues to several cycles until the energy is dissipated by the coil resistance.

The purpose of the diode across the coin is to dissipate these voltage spikes. When the current is turned on, the diode is reverse biased and no current flows through it.

As the current is turned off and the reverse voltage is generated, the diode becomes forward biased, and the resistance of the diode absorbs most of these voltage spikes. ❑

John Liikala is Technical Service Manager for Canadian Amusement Game Supplies Ltd. in Burnaby, B.C.

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NEW PRODUCTS



Hightops Kiddie Basketball

National Sports Games introduces a unique new kiddie basketball redemption game, called *Hightops*.

This game looks like a large basketball hightop sneaker, complete with threads and shoelaces. It's quite a visual attraction with its shape and bright red, white, blue and yellow colors. The game features a multi-color display and lighted clock in lieu of a digital timer.

For more information on contact your local distributor or for referral call National Sports Games, Tel: 602-470-1490, Fax: 602-470-1495.



Redemption VendaCard

XCP Inc. has introduced the new *Redemption Ticket Credit VendaCard*. It is for use with the industry standard Deltronic Labs Redemption Ticket Eater.

The VendaCard replaces paper hand-written receipts stating the total amount of tickets won. Players can insert the card into an encoder and then stream their tickets into the Ticket Eater. The points won are displayed on a large display screen on the Ticket Eater and transferred onto the card. To redeem points, the player inserts the VendaCard into a card encoder connected to a personal computer. The value of the points are read and debited from the card. Receipts are issued both to the player and operator.

For more information contact XCP Inc., Tel: 607-844-9143, Fax: 607-844-8031.



Home Run Hitter

Coin Concepts is opening up the spring training season with its newest hit, *Home Run Hitter*.

Players roll coins down a baseball stadium playfield, where the coins fall into one of ten different target holes, each of which is either a single, double, triple or home run. Each hit will advance a baseball runner around the baseball diamond on an attached header unit. Players must be careful, however, because two "out" holes will not award tickets.

The game features great baseball sounds and an optional progressive feature where multiple games are linked to award tickets.

For more information contact your local distributor or for referral call Coin Concepts Inc., Tel: 908-390-9009, Fax: 908-390-3373.



Smart Toss Em

Smart Industries has added *Smart Toss Em* to the Smartball line of skill alleys. Like its counterpart, the new children's toss game features a 64 x 128 Gas Plasma Display,

The Smart Toss Em has a 100-point scoring range, Super Voice Action Sound system, attract mode, ticket dispenser, double coin mechanism with locking cash box, adjustable coinage and ticket levels. It also features a new audit program, attractive graphics and a winner light.

This family entertainment system measures 34" wide by 60-1/2" deep and 76" high.



Smart Redemption Centre

Smart Industries introduces the world's first portable, fully automated, self-contained vending redemption centre: *Smart Redemption Centre.*

This two-part attendant-free unit, vends merchandise, accepts tickets, and can service an unlimited amount of games.

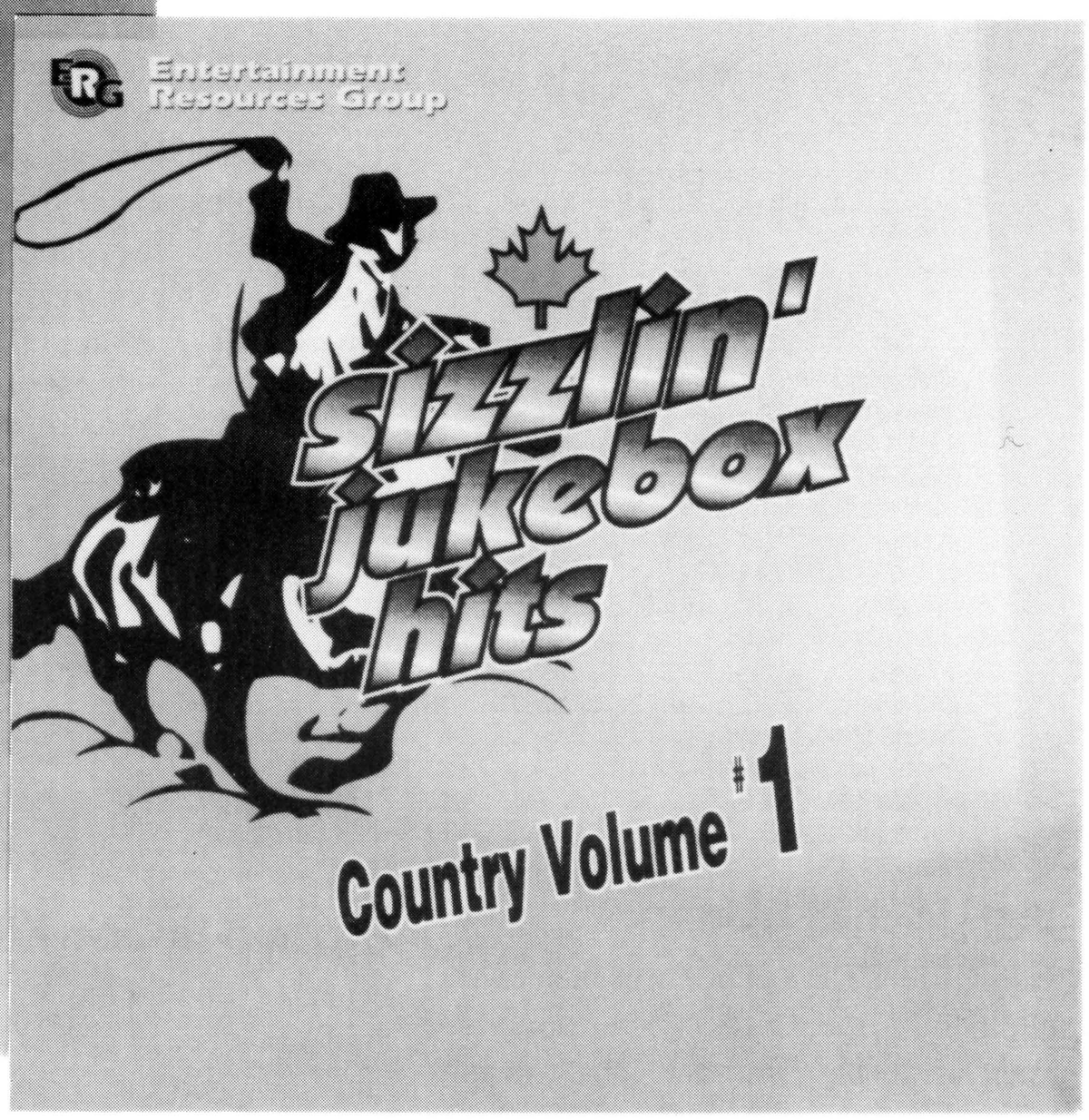
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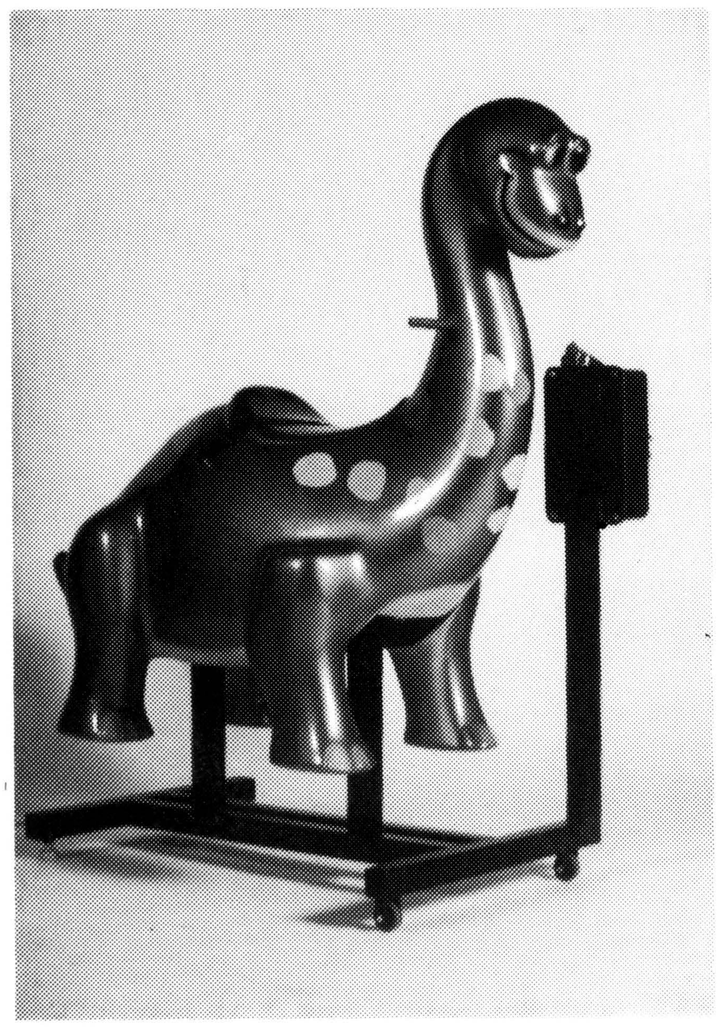
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It will accept individual or consecutive tickets, and will count, cut and separate every ticket with a capacity of 110,000 tickets. A bar code reader identifies ticket value and vendor location.

The vending unit consists of six trays which can be adjusted according to desired width, depth and height. With 29 individual coils, this vending unit's maximum capacity is 486 piees of merchandise per unit. The vending unit will be used typically for redeeming tickets for merchandise values ranging from 20 or more tickets, up to 500, depending on adjustable merchandise value.

For more information, contact your local distributor, or for referral call Smart Industries Corp., Tel: 515-265-9900, Fax: 515-265-3148.



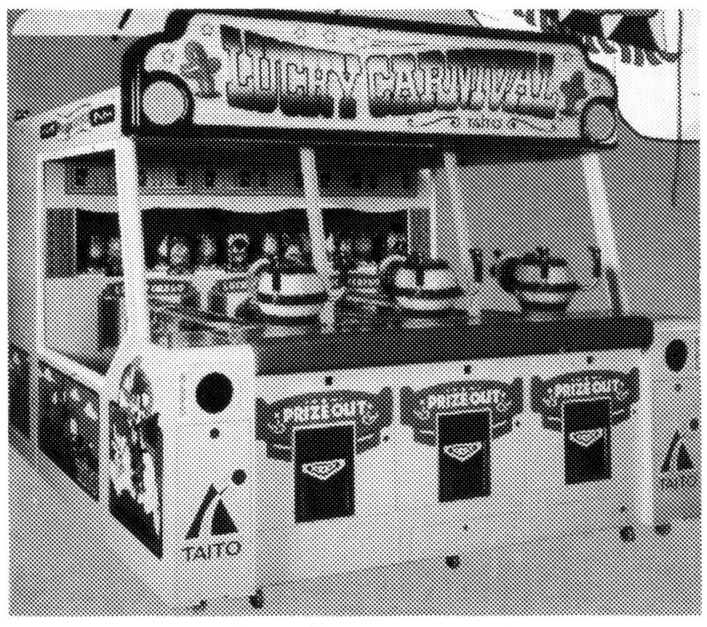
Just Hatched Dino

Kiddie Rides USA announces the newest member of their family, the adorable green or purple Dinosaur. This yet unnamed Dinosaur is manufactured fully in the U.S.A. and is priced just right.

The Dinosaur conforms with U.L. standards and can be operated indoors or outdoors.

Any suggestions for a name would be greatly appreciated.

For more information, contact your local distributor, or for referral contact Kiddie Rides USA, Tel: 303-399-7191, Fax: 303-399-8144.

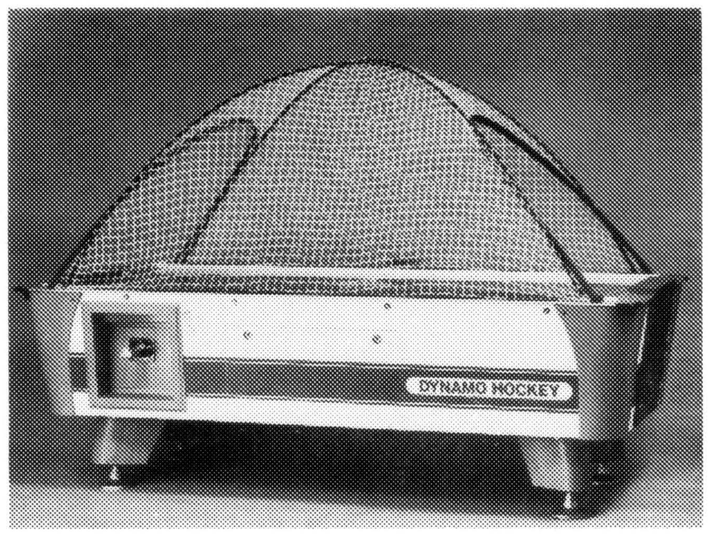


Taito's Lucky Carnival

Taito America Corporation introduces Taito's *Lucky Carnival*, a new shooting gallery game.

Up to three people fire ping pong balls at prize capsules that move on a conveyer ramp. The operator can adjust the level of difficulty. *Lucky Carnival* is self-loading and self-dispensing. It also features multiple coin setting. Prize capsules accomodate prizes of varying sizes up to seven inches. The barrel-shaped cannon has a loud bang when fired.

For more information contact your local distributor or for referral call Taito America Corporation at 708-520-9280.



Dynamo Hockey Kiddie Table

Dynamo Limited has added to its line of Dynamo Hockey games a 3' x 6' hockey table designed specifically for the arcade market. This new table, which converts from a "kiddie-sized" table to a competition standard 31" high-action table game just by changing the legs, is ideal for tight space allocations.

The playing surface of the new table has been reduced by 25 per cent from the standard 4' x 8' measurement, resulting in a quicker game. Each game comes with a unique protective net.

The *Dynamo Hockey Kiddie Table* is available in deluxe white and blue and in the same popular color patterns introduced earlier this year on the full size, *Hot Flash* table.

For more information, contact your local distributor, or for referral call Dynamo, 817-284-0114, Fax: 817-284-7606.



World Cup Soccer

Midway Manufacturing Company introduces its *World Cup Soccer* Bally pinball.

Players are able to buy tickets and travel to each of the participating cities from Chicago to Dallas, Boston, New York/New Jersey, Orlando, Washington D.C., San Francisco, Detroit and the ultimate World Cup Finals in Los Angeles.

Play starts with a coin toss skill shot and then it's on to a playing field where *stamina, skill, spirit, speed* and *strength* are the ingredients for potential success. Players also have the opportunity to score millions of points with the *Ultra* features: *Spinner, Jets, Ramps* and *Goalie*.

World Cup Soccer also introduces a pinball first with an original Magna Lock diverter staging area for either 2 or 3-ball Multi-Ball action. The game is loaded with lots of other features.

For more information contact your local distributor or for referral call Midway Manufacturing Company, Tel: 312-267-2240, Fax: 312-267-8435.

Users' Reports

"We really liked our first Token Tech, which is why we ordered our second. I'm calling now to order our third."

"The Token Tech eliminates the need to spend hours making up rolls of 20 and 40 Tokens. We are saving enough labor cost to more than pay for it in less than two months."

"The best investment since we bought our fax machine. I can't ever imagine doing business without either one."

"We have good employees . . . The Token Tech removes the temptation for them to become "silent partners" by skimming the till."

"It's great! You should have come out with it 10 years ago."

"After using our Token Tech for Quarters, we are switching over to Tokens. Thanks to the dispenser, we got acquainted with your Token Systems."

"The Token Tech eliminates long lines at our cashier's cage. Our customers like it, too!"

"Our Batting Cage Tokens are valued at $1 each. Anyone with a high-value Token should be using a Token Tech."

"We use a larger size Token for our Carwash. All Tokens are sold through the Token Tech. It's accurate, and much faster, and it keeps our people honest."

"The first two Token Techs are excellent. We are sending our purchase order for six additional units."

"It's working just perfect. We love it!"

"For a $3 Cigarette Token, it's the only way to do business."

"We were using a system which had the "illusion of control" . . . The first shift manager counted all our Tokens. The third shift manager emptied all the cashboxes, and did a day-end count."

"The Token Tech has simplified our whole operation, and we know exactly where we stand every hour."

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Australian 20¢	5,000	Chile 1 Peso	4,500
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NEW PRODUCTS



Shoot to Win Two-Hoop

Smart Industries takes to the court again with an updated version of their popular two-hoop basketball game.

This special edition game, features a "Winner Stays, Loser Pays" programming. At the end of the game, the loser has 30 seconds to insert his money to "challenge" the winner to a rematch. The winner plays for free.

Features include: a one-inch solid steel square tubing frame construction for durability; dual coin mechanisms; microprocessor game boards for dependability; photo-eye sensor for accurate scoring; adjustable game timer and high score for operator discretion; metal ball retaining gate; catchy musical tune and seven-inch basketballs to accommodate all ages. It also has a top net cover for safety.

For more information, contact your local distributor, or for referral call Smart Industries Corp., Tel: 515-265-9900, Fax: 515-265-3148.

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Merit Industries, Inc. introduces an eight-player Power Kit that install in minutes with no tools required. The eight-player, four-team Power Darts, exclusively on Scorpion Stinger '94, promotes competition between players of all skill levels.

Power features include: Equal Darts, which eliminates the effect of throwing order and gives all players an equal chance to go out; Auto Handicapping, which allows each player to select '01 play options and Split/Bullseye, with auto-recall at each turn; Solo Challenger, where one to seven players compete against the compute challenger at Novice to Super-Pro skill levels.

For more information, contact your local distributor, or for referral call Merit Industries, Tel: 215-639-4700, Fax: 215-639-5346.



C450 Coin Validator

Coin Controls International has fine tuned coin validation with their new C450, a high-security validator which features coin jam signals, alarm outputs and DIL switches.

For coin routing requirements, the C455 has built-in four-way active sorting, enabling each coin to be routed to one of four ports. In addition, there is a divert override facility which allows any combination of coins to be sent to one dedicated port. Equipped with self-check diagnostics.

For more infromation contact your local distributor or for referral call Coin Controls Interational, Tel: 708-228-1810, Fax: 708-228-1833.



Addams Family Values

Midway Manufacturing Company introduces Addams Family Values, a redemption version of the popular pinball game featuring the spooky, kooky Addams Family.

Players start by dropping a coin through the slot at the top of the game where it begins a journey down a brilliantly coloured pin board playfield. With a single button control to drop a coin and maneuver lit lights, players of all ages will be challenged to win one of four different big ticket payoffs.

There's mouse holes and spins on the "Wheel of Fortune" as well as progressive jackpots to be awarded once players have completed *Addams*, *Family* and *Thing-a-ma-jig*.

For more information contact your local distributor or for referral call Williams, Bally/Midway at Tel: 312-267-2240, Fax: 312-267-8435. ❑

Send your new product info with photo to Editor: Canadian Coin Box magazine, 222 Argyle Ave., Delhi, ON, N4B 2Y2, Tel: 519-582-2513, Fax: 519-582-4040.

CALENDAR OF EVENTS

AMOA Expo 94

Sept. 22-24, 1994. Amusement and Music Operators Association's Expo, San Antonio Convention Center, San Antonio, TX. Contact: AMOA at 312-245-1021.

FUN EXPO

Oct. 2-4, 1994. The International Family Fun Center & Miniature Golf Show, Las Vegas Convention Center. Contact: Bailey Beeken, 914-993-9200.

OCSA '94

Oct. 28-29, 1994. The Ontario Office Coffee Service Association, convention, International Plaza Hotel & Conference Centre. Contact: Pamela Foster, 416-510-8036.

QCSA '94

Oct. 29, 1994. The Quebec Coffee Service Association show, Sheraton Hotel, Laval, Que.. Contact: QCSA at 514-444-7666.

IAAPA Show

November 1-5, 1994. International Association of Amusement Parks and Attractions, trade show, Miami Beach Convention Center, Miami Beach, FL. Contact: IAAPA at 703-836-4800.

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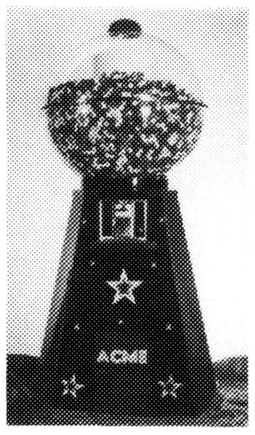
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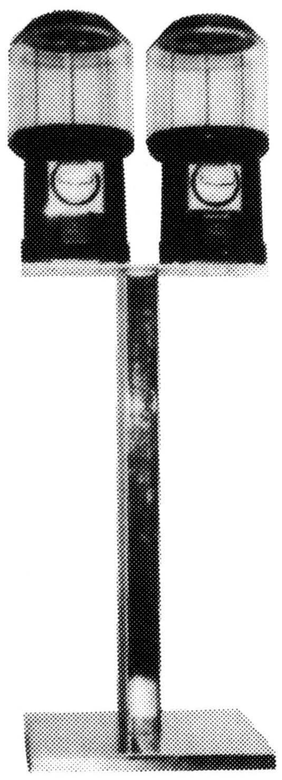
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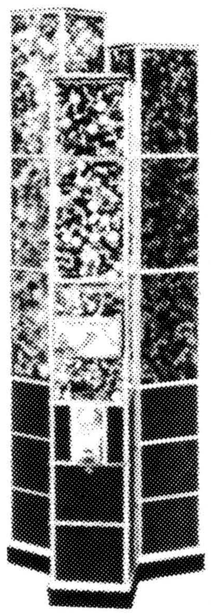
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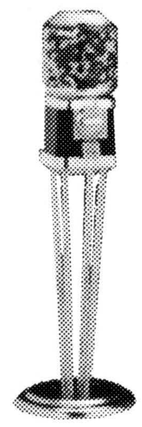
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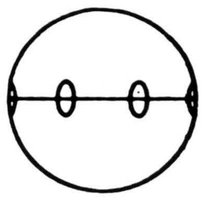


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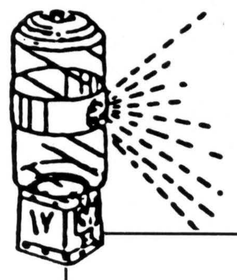


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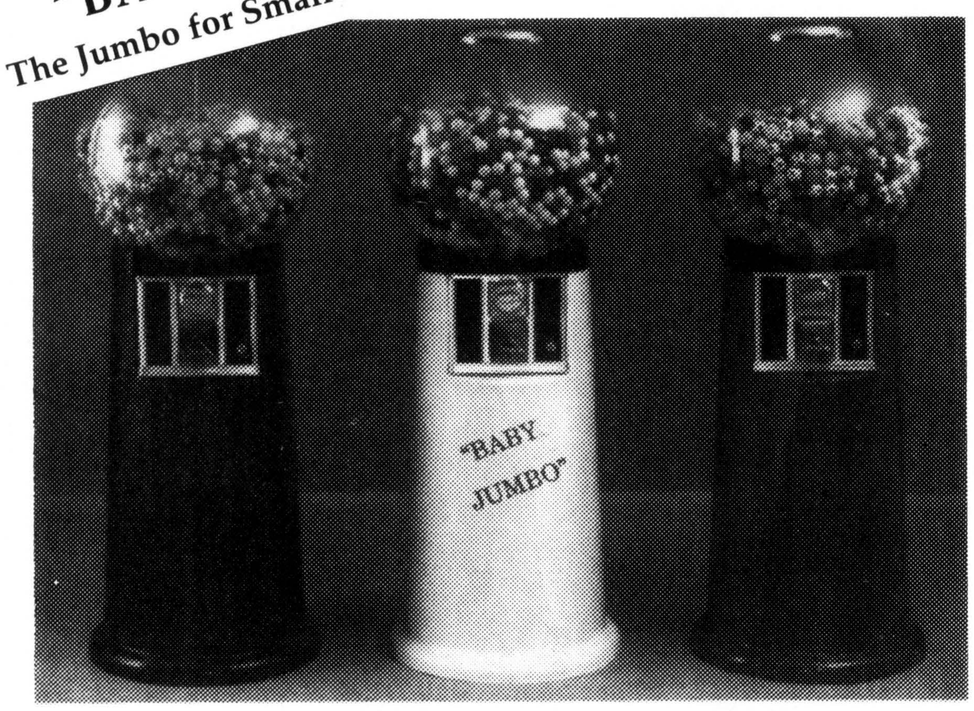
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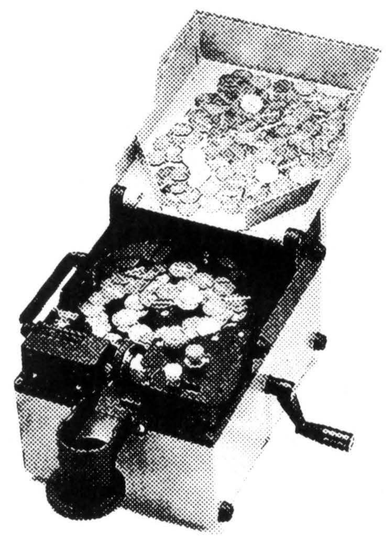
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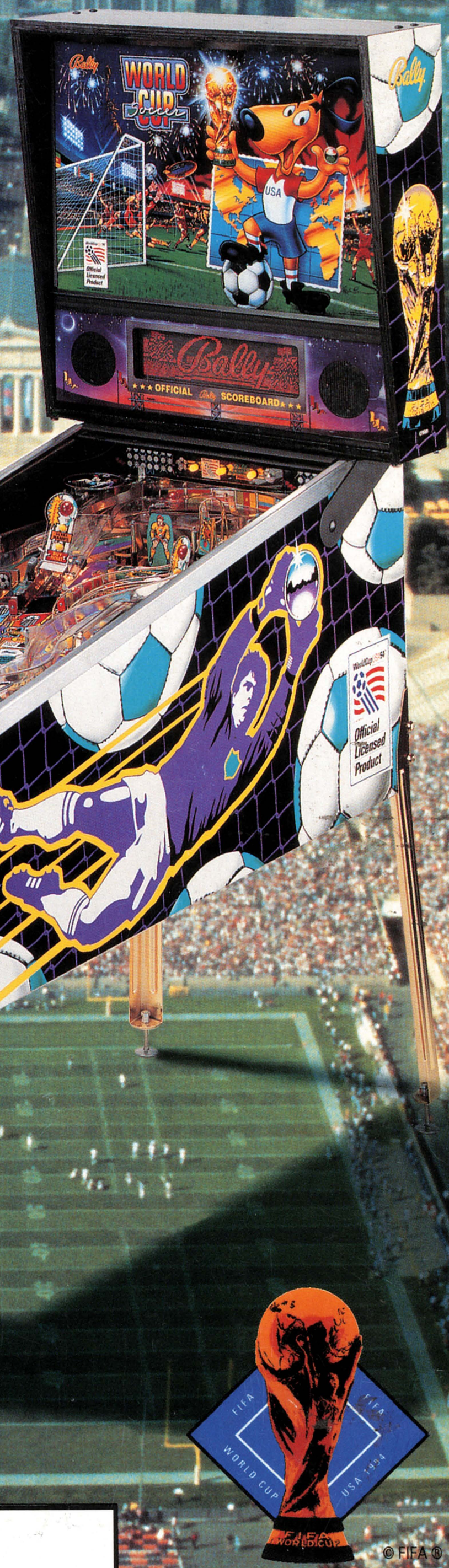
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